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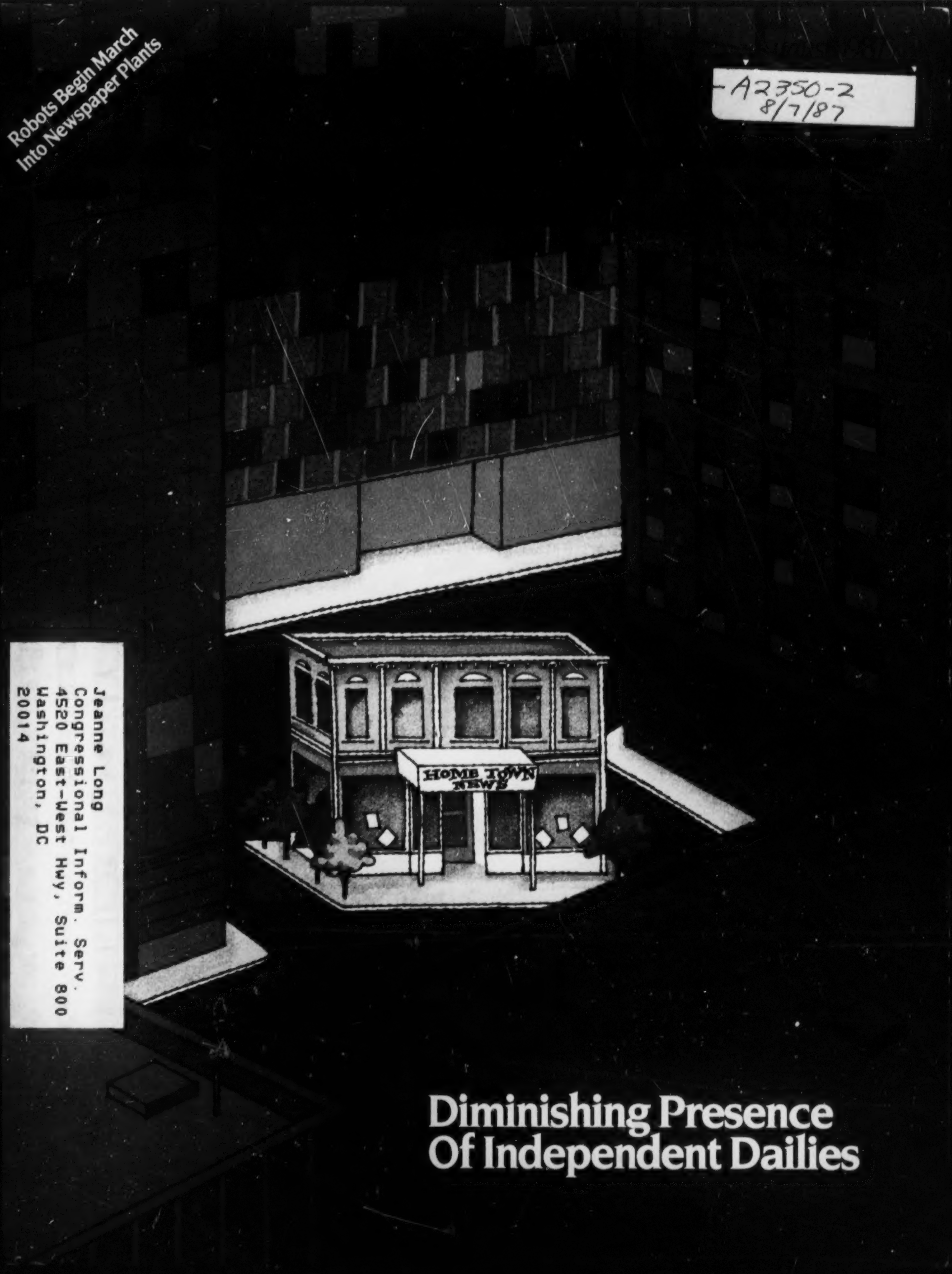
Robots Begin March
Into Newspaper Plants



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Diminishing Presence Of Independent Dailies

TIMES-UNION
Sunday Democrat and Chronicle

Barbara Henry on enterprise reporting

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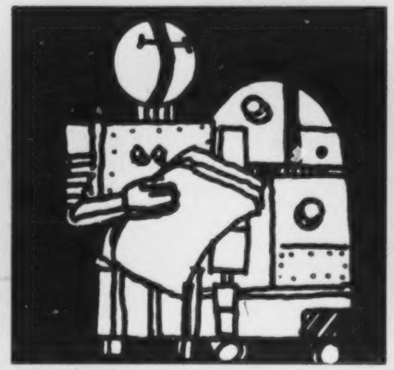

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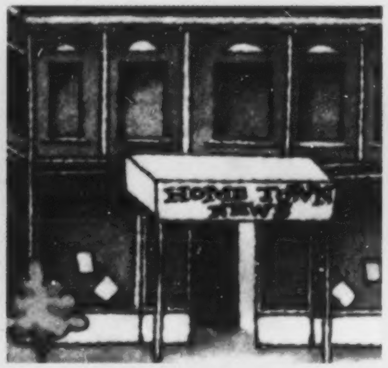

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CHAIRMAN'S CORNER

'A Celebration of Citizenship' should involve each newspaper and its entire community

Because of the major role ANPA Foundation is playing in the bicentennial celebration, I invited to be guest columnist this month Charles T. Brumback, chairman of ANPA Foundation and chief executive officer of the Chicago Tribune Co. —*George W. Wilson, ANPA Chairman*

September is, in many ways, the start of a new year. School begins. Vacations are over. Businesses and community organizations launch new projects.

This September marks the start of a special new year—the beginning of the U.S. Constitution's third century. And ANPA Foundation is leading a national program on Sept. 16 to commemorate the occasion, called "A Celebration of Citizenship."

You have received some announcements concerning "A Celebration of Citizenship." More will arrive soon. It is a program that has been in the planning stages for more than a year. The Foundation has joined the Commission on the Bicentennial of the U.S. Constitution and many major educational organizations to invite teachers, students and their parents in schools throughout the country to pause for a day to observe the privileges of citizenship in our democracy.

The scope of the program has grown tremendously in recent weeks. Corporate sponsors, state and local bicentennial commissions, and business and community leaders are organizing ways for adults to follow the lead of the young people—especially the Sept. 16 mid-day broadcast during which President Reagan has been invited to lead the nation in reciting the Pledge of Allegiance.

Charles T. Brumback

The planners of "A Celebration of Citizenship" look to newspapers as major organizers of this occasion in their communities. ANPA Foundation is providing materials—ready for printing and distribution—to teachers who need ideas for making Sept. 16 a day to remember. Ad slicks to run in-paper will be sent to you to alert the entire community to the happenings and significance of the day.

As chairman of ANPA Foundation, I encourage you to organize special local celebrations—a ceremony on the steps of the town hall, for instance, or school visits by community leaders. One publisher has told us he is capping the day with a town-wide celebration at the local high school football field that evening.

Every day's issue of every newspaper in the country carries information convincing us that it is vital for young people to recognize their responsibilities and opportunities as citizens. We can give them and ourselves the gift of revitalized awareness through "A Celebration of Citizenship."

Charles T. Brumback

Charles T. Brumback
ANPA Foundation Chairman

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Stolen Childhood

—a special report from Cox Newspapers

"Stolen Childhood" reads like a horror story from the worst days of 19th century sweat shops. Unfortunately, this Cox Newspapers special series is today's news.

Children working 16 hours a day, seven days a week in deplorable working conditions for pennies – that's the harsh reality of life in the Third World. "Stolen Childhood" is a series that reveals the shocking facts of child labor in South America, Asia and India.

Cox Newspapers foreign correspondent Joseph Albright and his wife, special correspondent Marcia Kunstel, traveled tens of thousands of miles interviewing hundreds of people while covering this shocking story. Albright and Kunstel spent more than nine months preparing "Stolen Childhood." Cox illustrations editor Rick McKay accompanied our reporters and took many of the photographs in this report.

Our team traveled from one-room carpet factories in Brazil where seven-year-old girls labor for 55 hours a week to Filipino brothels where teenaged girls are often sold into prostitution by their families.

The implications of this project extend far beyond the borders of faraway Third World countries. We must ask ourselves how much of the luxury we enjoy in the United States is bought at the expense of an impoverished Third World.

"Stolen Childhood" is a story that needed to be told. It raises many questions and offers hope for change. Our thanks to Albright, Kunstel and McKay for this report on a global problem that threatens the future of an entire generation of Third World children.

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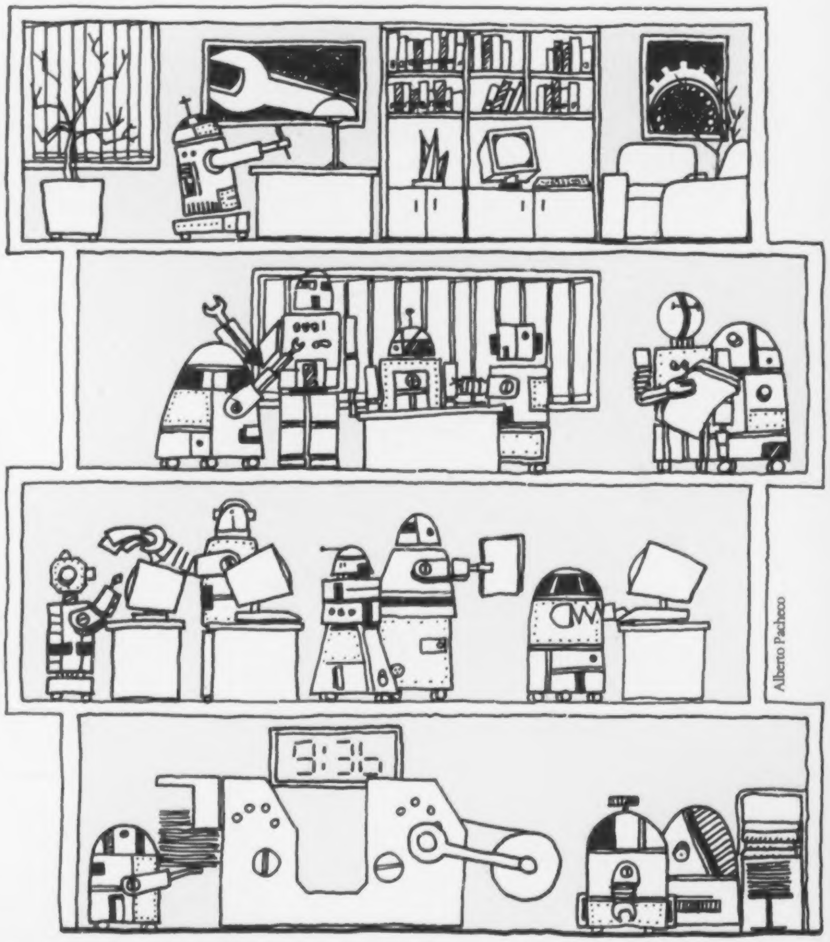


Alberto Pacheco

They're already handling newsprint rolls, and in Japan two companies are testing elaborate pressroom systems

BY ROSALIND C. TRUITT
presstime technical writer

With a mannequin's head, cap and sunglasses, the press-plating robot at the 1986 ANPA trade show in Atlanta looked eerily human as it methodically worked before large, curious crowds.

At ANPA/TEC '87 in Las Vegas, robots were more in evidence. But the whimsical was out, the workaday was in.

Suppliers offered models that not only change printing plates but also automatically prepare rolls for pasters, put them on the proper reel and thread the web through the press. Also in evidence, as has been the case the past three or four years, were automated guided vehicles, or AGVs, that newspapers are finding useful for materials handling.

The arrival of the technology raises questions of how much of an impact robots are having on newspapers, and how widespread their use will become. The short answers are the impact so far has been modest, but newspaper use is expected to rise, perhaps dramatically, in the near future.

At the beginning of this decade, the use of industrial robots increased rapidly in the American workplace but the use has slowed somewhat in the past two years or so.

According to Jeffrey A. Burnstein, director/marketing and public relations for the Robotics Industries Association, there are currently 25,000 robots at work in various industries in the United States.

However, a recent article in Time magazine noted that number is far short of earlier projections that some 250,000 would be on the job in the United States by the 1990's. The magazine also said sales of U.S. robots are expected to decline from $580 million in 1986 to $400 million this year.

Nearly half of all industrial robots in the United States are in the automotive industry. Burnstein says that although newspapers account for a very small percentage of robotics use today, growth is expected.

Interviews with manufacturers and newspaper executives indicate less than a dozen U.S. and Canadian newspapers are using robotic technology. "But I know a lot more than that have plans on their drawing boards," says George Cashau, ANPA director/technical research.

Robots most commonly are used in industry for welding, spray painting and to facilitate materials handling. Understandably, newspapers have little use for the first two capabilities, but AGVs that move newsprint rolls from storage to the press are finding favor.

"Robotics in the form of AGVs are coming to newspapers and they are coming quickly," says Bruce A. Stouffer, product manager/automated materials handling systems for FMC Corp., one of three companies producing AGVs for the newspaper business. "It's not as important to look at the number of newspapers that currently have the technology as it is to look at those considering it. Nearly 100 percent of the larger newspapers constructing new facilities are considering it."

He says he has talked with a number of such newspaper executives and nearly all are, at the very least, considering AGVs for their plants.

Visualizing a different role for robots at newspapers is William D. Rinehart, ANPA vice president/technical. "In the not-too distant future, the pressroom will be completely robotically operated," he says, adding that the technology displayed the past two years at the ANPA show is just a hint of what's to come.

Rinehart says he believes automation will be developed for other areas of the newspaper production process, too.

A narrower usage is seen by Jules S. Tewlow. He is director of special projects for Lee Enterprises Inc., which owns a number of newspapers and other media properties. Newspapers, he says, "are not makers of widgets" and thus do not need assembly line-oriented robots.

"What we do need to do and do efficiently is move big hunks of material around from one place to another, and robots are very good for that," he says.

Tokyo Kikai Seisakusho, the Japanese press manufacturer that demonstrated the press-plating robot at the '86 ANPA show, is one company that has a number of other robotic applications for newspapers under research and development.

At ANPA/TEC '87, TKS showed a videotape of a robot the company has developed that can prepare newsprint rolls for the autopasting process. Heretofore, humans were required to detect scratches and other imperfections in the rolls and prepare the leading edge of the web to be spliced onto the spent roll.

One TKS robot can handle eight newsprint reels, and with a roll of paper needing replacement every 15 minutes or so when a press is running at full speed, that can be important.

James R. Price, president of Taft Equipment Sales Co., marketing representative for TKS in the United States, says the system is currently being tested under production conditions at a large-circulation daily newspaper in Japan. Fierce competition between dailies there preclude naming the paper, he says.

Nor will Price speculate on how soon the TKS robot plater shown at the 1986 show or other aspects of the company's robotically operated pressroom system will be available for purchase in North America.

Another Japanese company, Mitsubishi Heavy Industries Ltd., presented a videotape at this year's show illustrating its automated offset press system, from splicing-preparation robots to an automatic roll-loading device.

Robots are industrious. "They don't argue, and they don't take coffee breaks."

This equipment, too, is being tested at a Japanese daily newspaper, and Mitsubishi representatives at this year's show said they would like to sell the completely automatic pressroom systems to a U.S. or Canadian newspaper as soon as possible.

TIRELESS WORKERS. Robots are industrious and offer a versatility lacking in other forms of automation that are designed to perform a single function, their champions say. (See story, p. 8.)

Robots have other advantages as well. They:

- Can follow procedures appropriately each time
- Don't get tired, bored or distracted and thus perform the task the same way each time, barring a malfunction
- Can perform their job in environments that humans would find unpleasant or even intolerable. For instance, they can spray paint in areas with very high temperatures, a great deal of noise and little or no ventilation.
- Can learn in a few moments skills such as welding that can take humans much longer to master
- Can work around the clock, aren't paid overtime, don't get sick, are immune to drug and alcohol problems, and perform readily jobs that humans would find tedious

"They don't argue, and they don't take coffee breaks," jokes Donald W. Kay, pressroom manager at the Fort Worth Star-Telegram, which has been using a computer-controlled system of AGVs for newsprint handling for about a year [**presstime**, July 1987, p. 40].

Robots are not perfect, however. They can break down. And when this happens, either a replacement must be readily available or work halts until repairs are made.

Before the technology got so advanced, humans could take the place of robots in an emergency, but that rarely works today, according to experts. Most robots work in conjunction with other computer-controlled machines synchronized by control systems. When one machine goes down, all go down.

A NEW MARKET. Nothing is absolutely fool-proof, but newspapers using robotic AGVs have been very enthusiastic about the technology and about the reliability of the equipment. For that reason, manufacturers of robots have targeted newspapers as a growth market as their sales to the automotive companies have leveled off.

Michael C. Dempsey, marketing manager for Portec Inc.'s Automated Systems Division, another company that manufactures AGVs, says he believes newspapers are one of the top areas AGV manufacturers will pursue.

"Newspapers have a lot of materials to move around, and the old-fashioned towline systems have been in place for a number of years," Dempsey says, referring to the most commonly used systems for transporting newsprint. "Increased automation makes sense for newspapers. A few newspapers have tested the waters as far as the equipment goes, and now the mainstream newspapers are ready to jump in."

Advancements in technology will mean moving robots into other areas, such as the mailroom, Dempsey says. "We will see that before too much longer. A few newspapers are considering it seriously now. You can move stuff around easily and store vast amounts of preprints by palletizing. You really don't need people for a lot of these jobs. Machines can handle them."

At FMC, "We see a big market in newspapers," says Stouffer, "Newspapers are a healthy industry, and there are a lot of extremely labor-intensive areas that would definitely benefit from more automation. And we'll see the technology getting cheaper, so it will make sense for newspapers of all sizes."

Depending on the sophistication of the technology, industrial robots currently range in price from $10,000 to several hundred thousand dollars, Burnstein of RIA says. The average price is $65,000.

AGV systems range from $250,000 for the least complicated to $5 million or more, depending upon the number of vehicles and sophistication of the system. One manufacturer said the vehicles average $120,000 each.

That would seem to dictate only larger newspapers could cost justify the technology. However, the Arkansas Gazette in Little Rock, a 136,814-circulation daily, is using AGVs to move newsprint rolls around its pressroom, and Ronald R. Krengel, vice president/production, says the efficiency more than makes up for the cost.

The impact of robotics on the payroll may be less significant than is generally believed. Newspaper executives say the robotic equipment at their publications has resulted, for the most part, in the redeployment of workers rather than a cutback in positions. And robot enthusiasts emphasize that the bulk of jobs replaced are mundane or dangerous. For newspapers, that currently means hauling newsprint rolls. In the future, it may mean feeding hopper loaders with preprints.

EFFICIENCY STRESSED. If newspapers in the future expand their use of robots as expected, it may be due in part to the industry's satisfaction now being experienced with AGVs.

Reflecting this, the number of AGV manufacturers may soon be increasing. In addition to FMC of Colmar, Pa., and Portec of Lisle, Ill., AGVs for newspapers currently are manufactured by IDAB Inc. of Hialeah, Fla. However, a few other manufacturers of robots are beginning to move toward the newspaper market.

Most AGVs are self-propelled vehicles that follow a wire buried beneath the floor. They have rechargeable industrial batteries and are programmed by computer. The wire is imbedded three-fourths of an inch deep, so cutting a pattern for a new configuration is simple, says Karl Ziegler, manager/marketing services for IDAB.

AGVs also are used by some large commercial printing firms to retrieve skids of preprinted materials from storage. Many experts say newspapers will begin adopting AGVs for such use in the future.

At the Star Tribune of Minneapolis, Curtis Bok says efficiency and flexibility were determining factors in the decision to purchase an IDAB materials-handling system for its new printing plant.

Installation is scheduled to begin this month and will take place over the next several months, says Bok, manager of the new plant. When completed, it will consist of 10 AGVs to carry newsprint rolls to the presses and four automatic forklift vehicles.

"Cost savings were a consideration, of course, but the flexibility it gives us is even more important," Bok says. "We can redirect these vehicles as needed or add to the system if we need additional press capacity in the future."

When first approached about AGVs for newsprint roll handling in the new $73-million production facility at the Fort Worth Star-Telegram, Pressroom Manager Kay was skeptical, saying, "We don't need any new toys."

A year of watching the AGVs dispense rolls to the presses has convinced him the newspaper made the right decision. The 10 vehicles and the system as a whole require very little maintenance, Kay says.

After clamp trucks deliver rolls from the storage area to stripping stations, rolls are weighed and stripped. Each day the AGV control system is programmed for delivery assignments. A press operator desiring a roll presses a "call" button, and the AGV nearest the roll is directed to pick it up. The AGV retrieves the roll, takes it to the designated press unit and places it on a dolly. The dolly automatically moves onto a transfer table at the reel stand, and the roll is prepared by pressmen.

The AGVs also transport newsprint waste from the stripping station and reel room.

The system can transport as many as 72 rolls per hour, which over a week's time translates into 1,300 tons of newsprint. With AGVs, the Star-Telegram has experienced fewer accidents, Kay says, and 15 workers now perform paper-handling duties that once required 23. There is also less newsprint waste.

"Every time a roll gets banged or bumped, the damaged paper cannot be put on the press," he says. "The AGV system saves us a considerable amount of paper waste, since the built--in sensors will stop the vehicle before the paper roll can be damaged. And since the rolls are not damaged, we no longer have to interrupt production to make cut-outs on banged-up rolls."

An even more elaborate FMC system will be installed beginning this fall at The Boston Globe. According to Anthony F. Alessi, director/building facilities, it will use 23 vehicles and completely automate newsprint roll handling.

The system at the Arkansas Gazette is much smaller, using just two AGVs that workers there have dubbed "Pete" and "Repete."

"They certainly live up to their billing," production chief Krengel says. "It's a much more efficient system than the old chain in the floor. That system was constantly in motion. With this, the vehicles stand waiting until you call them."

Krengel says of manning requirements: "We can move 50 percent more newsprint with the same number of people." Workers who formerly handled the newsprint rolls have been shifted to other positions.

"I'm also pleased that from a cost standpoint, the technology makes sense for a newspaper our size," he says. "This kind of technology shouldn't be limited to the largest newspapers." □

Questions and Answers About Robots

What is a robot?

The Robotic Industries Association offers this definition: "A reprogrammable, multifunctional manipulator designed to move material, parts, tools or specialized devices through variable programmed motions for the performance of a variety of tasks."

The key words are "reprogrammable and multifunctional." According to the trade association, less sophisticated automation can perform specific tasks. Robots, however, can perform specific tasks plus a variety of tasks not specified in advance by the designer.

How do these sophisticated machines work?

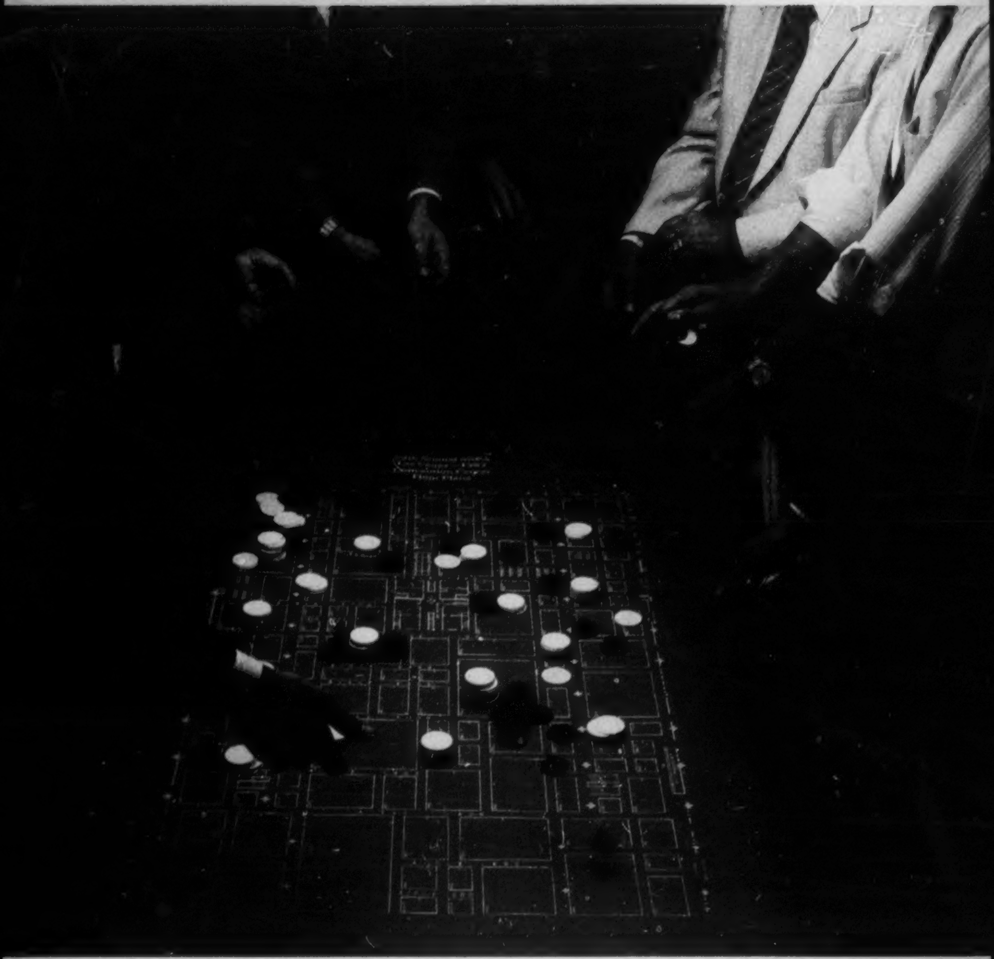
In *The Robot Revolution*, author Tom Logsdon wrote in 1984 that robots are controlled by one or more programmable microprocessors. Each microprocessor "is like a railroad switching yard built on microscopic scale. Electronic pulses are routed through tiny switches called transistors lying on the surface of the chip. A command such as 'Move claw to position 26' will cause a string of electronic pulses to flow along tiny wires through thousands of transistors. The transistors translate the command into new pulses to activate and control 'muscles' powering the robot's limbs."

What do robots look like?

Even though science-fiction writers and artists tend to endow robots with human qualities, industrial robots are rather ugly-looking machines.

When were robots invented?

Their use dates back more than a quarter century. In fact, the term was coined by Karel Capek, a Czechoslovakian playwright, in the 1920s. In Czech, "robota" means servitude or forced labor.



SOME PUBLISHERS CAME TO VEGAS AND GAMBLED ON THEIR FUTURES.

UNIQUE FACILITY

Copley Leaves Library as Legacy

BY DAVID E. PEASE

In the eight years of illness before his death in 1973, newspaper publisher James S. Copley collected numerous historical items including 6,000 books, several important manuscripts and journals, 230 paintings, and 400 letters from Presidents, founding fathers and other distinguished Americans.

This formed the basis of the Copley Library in La Jolla, Calif., an institution that is unique in the newspaper business. Housed in a 15,130-square-foot brick building, the Copley collection has grown to more than 14,000 books and 4,000 letters and documents.

Copley—like his widow, Helen—expressed great interest "in American history and especially in the teaching of it to Americans," says the facility's curator, Richard Reilly. "That's why we host so many school tours."

James Copley's initial collection consisted of materials from the Revolutionary War era, which emerged as the major theme of his subsequent acquisitions. He started this collection in his home with rare books and expanded to letters, pamphlets, broadsides, and documents such as the first printing of the Declaration of Independence and an early annotated copy of the U.S. Constitution. This collection now includes more than 1,600 rare books and pamphlets and about 400 letters and documents.

The library was officially founded by Copley Newspapers on June 15, 1966. Reilly became curator with instructions to collect "anything that reflects the vigorous intellectual and creative spirit of our country."

At that time, the collection was moved from the Copley home to one wing of a two-story, board-and-batten building near the company's headquarters in La Jolla.

The library, which then occupied 800 square feet of space, was opened to scholarly reading in any of the subjects on which the library was forming collections. This included American Revolutionary War history, Samuel Clemens (author Mark Twain), Benito Juarez (who fled to the United States in the mid-1850s and returned to Mexico where he was eventually elected president) and California explorer and senator John Charles Fremont.

However, the visiting researcher was and still is required to write a request accompanied by "letters of recommendation from two persons of recognized standing in the academic field who can testify to his or her qualifications as a scholar."

Reilly says "the library is somewhat of a museum" as it strives to capture the personalities involved and not merely the events that constitute American history. For example, the library collects personal letters from Presidents such as Washington and Lincoln, and authors such as Clemens and James Fenimore Cooper. It even has the Bent Hickory chair in which Lincoln was sitting when he received the dispatch announcing his nomination for the presidency.

Copley wanted his library to be a place for important art as well as writings, so he purchased many paintings. The most famous one, by Jeremiah Paul, shows George Washington, his wife, Martha, her daughter and grandchildren, and Washington's valet. The painting had been missing for about 150 years after being sent, shortly after completion, to London so that engravings could be made for producing future copies.

As the collection began to outgrow its 800-square-foot quarters, Copley decided to give the library its own building. Before his death, he reviewed architectural renderings for a proposed new facility.

Helen Copley, now chief executive officer of Copley Newspapers, was the motivating force behind making her late husband's dream of a full-fledged library become reality. In the fall of 1980, construction began on the new building; it was finished in mid-1981. The building and the acquisitions for it have been funded by Copley Newspapers.

With its increased space and security, the Copley Library is now better able to accommodate more researchers, school groups, and small tours, curator Reilly says.

Librarian Suzanne Carnes says the library is giving tours to local civic and student groups in hopes of raising the level of sophistication of students regarding the gathering of information and making the library better known and more accessible to people living in Southern California.

The library is involved in California's Project CLIMB (Cooperative Library Instruction for Maximum Benefit). The project aims to make students, as well as the general public, aware of the extensive research resources available at no cost.

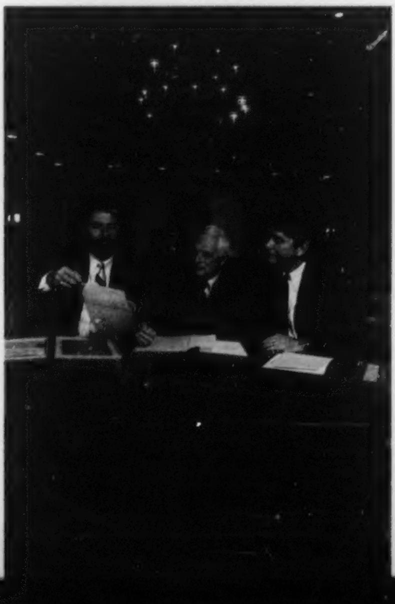
Currently, an average of about 15 scholars and 150 people on tours visit the library each month.

Carnes and a temporary assistant are now listing all the library's holdings in a computer that is part of the OCLC (On-Line Computer Library Center) database so that its resources can be made available to 6,000 other libraries.

For instance, Reilly says, students at Princeton University "could do research at their own library for a thesis on, say, George Washington. If they find letters or something (on their computerized bibliographies) they would like here in La Jolla, all they need to do is send a letter stating their request, and we'll send them an invitation to the library. We can also photocopy or photograph the resources they need. . . . We are very ready to share information."

The library plans to keep looking for acquisitions along the lines of its existing collections. Rare editions of American and English literature are high on the wanted list. It also seeks to collect more material regarding women's suffrage.

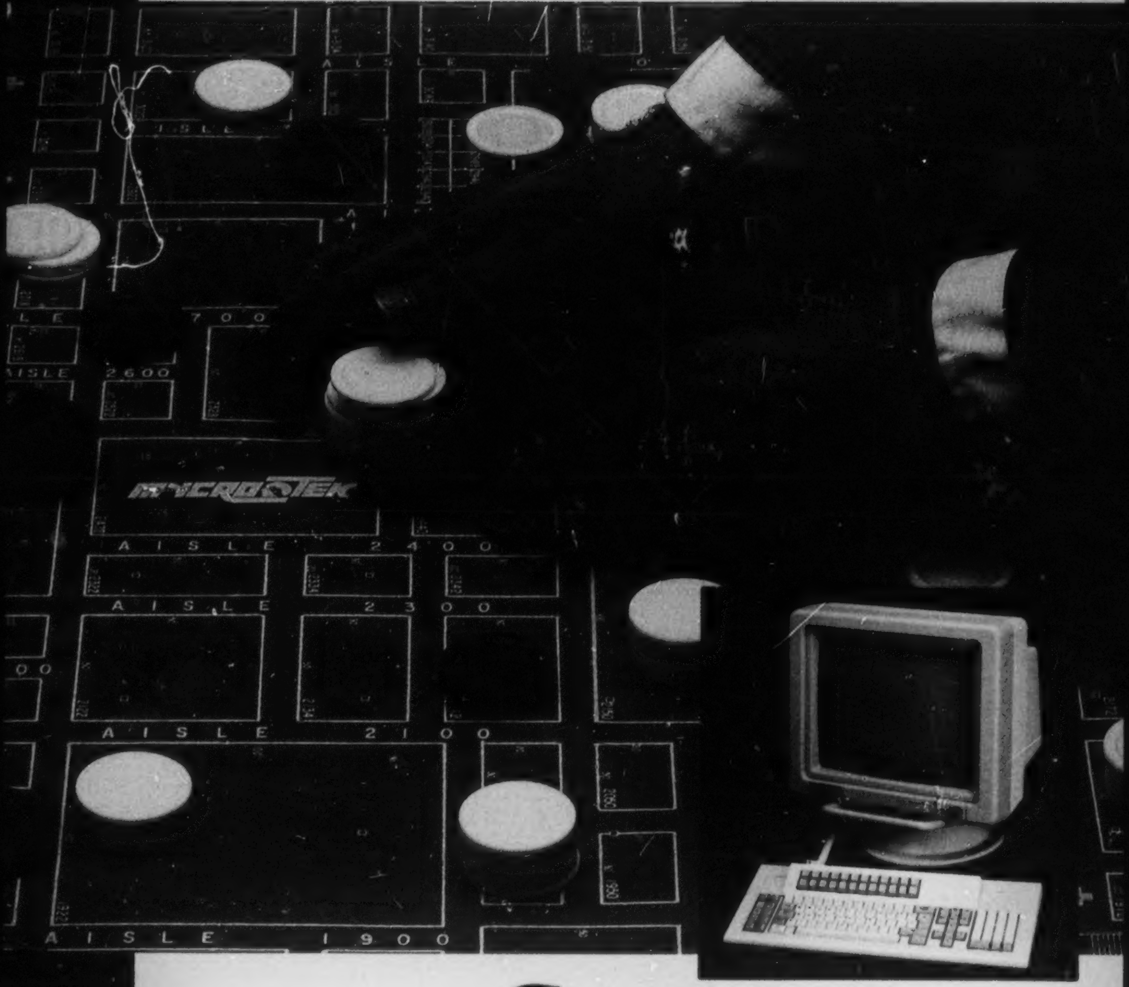
Asked whether further expansion lies ahead, the curator says, "We're at the limits of our property, but we've got plenty of room (within the building). We are still working on filling the 100,800 feet of shelving that remains." □



Scott Linnett

Examining documents are (from left) San Diego public school teacher Kirk S. Ankeney, Reilly and Robert C. Ritchie of the University of California, San Diego.

Pease, a Duke University senior, is a summer intern at **presstime**.



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Where's the Sleaze?

'Supermarket Tabloids' Are Less Lurid

BY TOM KELLY

Let's play "Name That Newspaper!"

Which American newspaper not only has brought about the adoption of more than 200 hard-to-adopt children but also recently won a national award from the Arthritis Foundation?

Need another clue? Which newspaper honored a group of "American heroes" in the U.S. Capitol on the 25th anniversary of the space flight of Sen. John Glenn a few months ago?

Still stumped? Which newspaper celebrates every December by erecting the world's largest Christmas tree and turning its Florida grounds into a mini-Magic Kingdom to the delight of hundreds of thousands of visitors?

Here's your final clue: Which newspaper scooped the world's press by publishing photographs that proved former presidential candidate Gary Hart's Bimini weekend with model Donna Rice was something more than a campaign strategy meeting?

Kelly, current president of the Florida Society of Newspaper Editors, is former editor of the Palm Beach Post.

> *"We have a worldwide and well-paid professional staff that thoroughly researches every story we print."*

The answer, which should be obvious by now, is the National Enquirer, the Lantana-based tabloid whose 4.5-million weekly sales buttress its modest masthead claim of "LARGEST CIRCULATION OF ANY PAPER IN AMERICA." Since nearly four people are estimated to read each tabloid sold, more than 17 million may see each week's issue.

When all six of America's major "supermarket tabloids" are tabulated, their 13 million sales translates to more than 50 million readers.

STEALS FARMER'S PICKUP TRUCK!
EWS
AGICIAN SAWS GIRL
HALF BY MISTAKE
MARIE
OSMOND
struggling
to make

"High-end" tabloids say they compete with women's and celebrity magazines.

C. David Rambo

Shoppers who may not have picked an Enquirer out of a supermarket rack for several years may be surprised by the once-scandalous tabloid's determined drive for respectability. No longer is the Enquirer the repository of the weird and the sleazy that it was when owner Generoso Pope launched it in the 1950s in New Jersey.

The new Enquirer is a slick-paper, four-color product replete with full-page displays from such major-league advertisers as Marlboro, Salem and Winston cigarettes, Palmolive dishwashing liquid, and Kraft cheese.

As it matures in its 30s, the Enquirer has acquired not only typographical sheen and editorial polish, but it also has adopted a philosophical tone that is nearly as upbeat and flag-waving as that of USA Today. The new formula is paying off in attracting national advertisers lured by the relatively low cost and carefully targeted audience.

"I'm very happy to say we're not the 'old Enquirer' any longer," says Publisher James Martise. "Since 1980, our editorial approach has moved in the direction of service, food, marriage and children, the family unit, women's fashion, beauty," he says.

"We have established strong credibility in the medical area, and we have moved to recognize and feature people who typify American values of honesty, charity and bravery."

Still, celebrity stories—with an emphasis on television personalities—make up some 35 percent of the editorial content of every issue. The stories are mostly chatty and noncontroversial, perhaps not coincidentally in reaction to the $1.6-million libel award won by comedienne Carol Burnett from the Enquirer in 1981. (An appellate court later reduced that amount to $200,000, and after Burnett said she would seek a new trial, the two sides reached an out-of-court settlement for an undisclosed sum.)

THE COMPETITION. To hear the Enquirer people tell it, they have little in common with the other five tabloids in the supermarket racks aside from superficial appearances. Their competition is not really Rupert Murdoch's slick (and slightly larger-

THE NEW WOMAN IN BAKKER'S LIFE
GLOBE
MARIE OSMOND struggling to make ends meet
Jessica
SECRET VISITS FROM PASTOR IN MINN
MIRACLE BEATS ALL
BACK FROM THE DEAD
UFO STEALS FARMER'S PICKUP TRUCK!
He barely escapes as '72 Chevy is sucked into huge starship!
WEEKLY WORLD NEWS
LONELY BACHELOR: Find my dream gal for me and I'll pay you $1,000!
'I guess I needed more practice,' he tells cops
MAGICIAN SAWS GIRL IN HALF BY MISTAKE
Amateur Houdini bungles trick
HE'S MAN ENOUGH FOR ME! My husband used to be a woman!
BIZARRE! Family vanishes in carnival fun house!
Tycoon buries his millions with him!
Meet the man who uses his coffin as a coffee table!
Donna Rice — What Really Happened
NATIONAL ENQUIRER
GARY HART ASKED ME TO MARRY HIM
Exclusive Photos of Fun-Filled Weekend in the Bahamas
How Paul Newman Played Cupid for Tom Cruise & Bride

NEW PTL SHOCKER!
JIM BAKKER DEATH THREAT DRAMA
Star
JOHNNY CARSON'S SECRET WEDDING
MADONNA'S PLEA TO JAILBIRD SEAN: SEE A SHRINK
Full-scale government cover-up
ALIEN BABY FOUND IN CRASHED UFO
NATIONAL Examiner
Multi-million $$ deal for JIM and TAMMY TO HOST MIRACLE HEALING SHRINE
OPRAH WINFREY REVEALS SECRETS OF HER INCREDIBLE SUCCESS
TRAGEDY OF LONELY WIDOW WHO ATE PET FOOD FOR 20 YEARS
Why KATE & ALLIE star aren't pals any more

sized) Star (3.5-million weekly sales) or Globe Communications Corp.'s Globe (nearly 2 million) and National Examiner (1.1 million), but rather the traditional women's magazines such as Good Housekeeping, Ladies' Home Journal and McCall's. The big four tend to turn up their noses at the two "low-end" tabloids—the National Enquirer Inc.-owned Weekly World News (1.1 million) and Globe Communications' Sun (500,000).

"We're daft, but believable," sniffs an editor of one of the big four. "Those two are daft also, but too far off the wall for all but the terminally gullible."

The New York City-based Star perceives its competition as People and Us magazines. Indeed, it even refers to itself as a magazine, not as a newspaper and never, ever, as a tabloid. It sells for 69 cents, four cents higher than the Enquirer and 10 cents more than the Globe, Examiner and Sun.

Peter Eldredge, a former advertising director for New York magazine and until recently the Star's publisher, has said, "The Enquirer may have upgraded, but they haven't changed the product. They're still a tabloid newspaper. We're a magazine."

The Enquirer has moved itself out of the traditional tabloid arena in the 1980s, perceiving that the celebrity-gossip field had become glutted not only by People and Us, but also by the women's magazines, which suddenly began featuring television stars instead of recipes on their covers.

Indeed, Iain Calder, president and editor of the Enquirer, resents being lumped with the other publications. "Any comparison is unfair because we are only generically related to the other tabloids. We have a worldwide and well-paid professional staff that thoroughly researches every story we print. There are great differences between us and the lower-end tabloids," he says.

The Enquirer of the '80s is merely another demonstration of the publication's chameleon-like ability to change its style to keep up with the changing tastes of its readers.

And who are these millions of readers? Calder talks about the mythical "Mrs.Smith from Kansas City," who has a high-school diploma, a home and a family, is God-fearing and patriotic, shops for her groceries in a supermarket, and prefers to treat her family's ills with over-the-counter remedies. The preponderance of Enquirer ads also suggest that she is overweight, prone to aches and pains, chain-smokes, would like to get rich quick and believes in miracles.

While not denying the "Mrs. Smith" theory, Martise prefers to describe the Enquirer's target market as the "pink-collar" woman, as differentiated from the white-collar professional-managerial type and the blue-collar maid-waitress type. The pink-collar woman holds down a job as well as being a homemaker, and her numbers are increasing.

GLOBAL VIEW. Although the Enquirer's strategy appears to be succeeding, the folks at feisty Globe Communications describe themselves as the defenders of a fine old tradition of pure tabloidism.

"Whenever you read that a tabloid has named a fashion editor and a food editor, you know right away that it has sold out," says William Burt, who edits the National Examiner and who, like Calder, is a native of Scotland. "The Examiner would lose its flavor if it ever tried to act like a magazine."

The Examiner and its sister tabloids—the Globe and Sun—are produced in a sleek modern building whose Boca Raton neighbors are high-tech giants IBM and Seimens. Thus five of the six U.S tabloids are published within 15 miles of each other in Palm Beach County, Fla., creating a veritable "Tabloid Valley."

Globe Editorial Director Mike Nevard, like Burt an alumnus of the National Enquirer, makes no apologies for his publication's emulation of the Enquirer.

"That's why we moved to Florida in 1982—to be near the Enquirer," says Nevard, who estimates that half his editorial staff of 80 consists of former Enquirer journalists. Globe staffers earn about 20-percent less on the average than their colleagues at the Enquirer, where reporters pull down more than $50,000 and senior editors earn well over $100,000. Many of the ranking journalists are veterans of London's sensational Fleet Street tabloids.

Globe's entries compete at some distinct disadvantages. Because the parent company's presses are located in Canada—in Calgary, Toronto and Montreal—and because supermarkets for logistical reasons require the Globe papers to arrive five days before going on sale, they must be "locked up" editorially nearly two weeks before they hit the supermarket racks. Nevard and Burt find themselves constantly trying to anticipate which stories and personalities will be "hot" two and three weeks in advance.

The Enquirer and Star, by contrast, hold their press starts until four or five days before they go on sale each Tuesday. That enables them to get a jump on topical stories, such as the Star's original splash on the Gary Hart-Donna Rice affair in its May 19 issue.

When the Globe people find a hot story, they tend to ride it for weeks. Jim and Tammy Bakker were on the cover of the Examiner in three of four recent issues, dovetailing neatly with unfolding events in the televangelism scandals.

The Enquirer and Star may spend millions on television ads and sophisticated market research, but the approach at the Globe is more basic. One wall of Editor

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Burt's office is covered with the last 77 National Examiners. In the lower left-hand corner of each is a handwritten legend showing the number of copies sold.

"This is our market research department," laughs Burt, gesturing at the wall. He points to an April cover that sold 1.4-million copies. It featured "The Marriage Secrets of Jim and Tammy Bakker." Burt says the story (like the Enquirer's reported $25,000 payment for the Hart-Rice photographs published June 2) was a product of checkbook journalism. "It cost us $21. We ordered three of their own books for $7 apiece from Heritage USA."

Less successful was a Cary Grant cover that sold fewer than 900,000 copies. The story described some of the late actor's bizarre practices and beliefs. Burt learned a lesson from that one. "People don't want to hear unpleasant things about their idols." Brightening, he points out that the Examiner was the first national publication to feature Vanna White on its cover July 1, 1986. "That sold 1,271,000 copies," he chortles. The TV game-show personality has been on the Examiner's cover at least once a month in the last year.

Globe Communications' Nevard concedes that "the established press looks down on the tabloids, but they have borrowed the gossip and service stories from us. Our papers are very professionally produced by professional journalists. Attorneys read every word of every issue before it goes to press. We are aiming to entertain, not educate, and we don't look down on our readers. They're ordinary people with a lot of doom and gloom in their lives, and we want to improve their home life and communicate with them. We talk their language."

It is becoming increasingly apparent that the tabloids are talking the advertisers' language as well. The Enquirer claimed a record for national ad pages with 364 in 1986. The Star has signed on a raft of big-name advertisers, including Lorillard, R. J. Reynolds, Procter & Gamble, Phillip Morris and Plough.

What the tabloid world seems to be coming to is a kind of respectability. That may be music to the ears of the publishers and accountants, but it saddens the rumpled veterans of the screaming-headline wars

"People used to talk about the four s's whenever they talked about tabloids—sleazy, sensational, sexy and scandalous," recalls Burt. "Then they added a fifth 's'—supermarket."

Burt doesn't even want to think about his profession acquiring any more "s-words." Could this spasm of scrupulous sanity be steering the shameless tabloids straight to stagnant solemnity? Stay tuned to your neighborhood checkout counter. ☐

Publishers on Parade

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LEXINGTON HERALD-LEADER
LEXINGTON KENTUCKY
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M.C. Valada

Ranks of Independent Newspapers Continue To Fade

The number is at 434 and dropping as families feud, pay high estate taxes and are tempted by purchase offers

BY MARY A. ANDERSON
presstime staff writer

(Editor's note: For the purposes of this Special Report, an "independent" daily is defined as a general-interest newspaper, or co-located newspapers, owned by a family or company that has no other dailies. The tally of 434 U.S. independents was derived from a listing maintained by ANPA that was cross-checked by **presstime** *with all 50 state press associations as well as industry analysts.)*

The extinction of the independent newspaper has been predicted since at least 1903, when press lord Frank A. Munsey declared in his Munsey's Magazine, "In my judgment it will not be many years—five or ten perhaps—before the publishing business of this country will be done by a few concerns—three or four at most."

Last December, a modern-day media mogul made a similar declaration. "In the sophisticated society in which we now live, [the global information and communication industry] will become dominated by 10 or so major corporations," said British publisher Robert Maxwell to a group of analysts. "I put myself forward as a candidate for one of the 10 places."

As long as press lords have aspired to dominate the mass media, owners of independent newspapers have sought defenses against the perceived evils of non-local, group ownership.

When someone asks him to sell his newspapers, Douglas L. Manship, publisher and editor of the Morning Advocate and State-Times of Baton Rouge, says he replies: "It's always worth a

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David E. Pease, a Duke University senior and summer intern for **presstime**, *conducted some of the research for this article and the accompanying charts and table.*

dollar more to me than it is to you because I have sweated. I have put time and care and patience into it." One hopeful acquisitor recently offered $250 million for the papers (combined circulation, 115,986), he reports.

His older brother, President Emeritus Charles P. Manship Jr., does not have heirs, but each of Douglas Manship's four children has gone into the family business. "At least we are safe for the next generation," he says.

Long-term, however, "I am not sure that they (his two sons and two daughters) wouldn't say, 'What the hell'" and sell. "I think eventually, with very few exceptions, newspapers are going to all be chain operations."

The trend toward fewer independently owned newspapers has roots early in this century, but it has accelerated in recent years as acquisition-hungry groups roamed the country in search of profitable newspapers to buy.

An average of about 50 U.S. dailies a year changed hands from 1977 through 1985. Many represented group acquisitions of independents, but there were also group-to-group sales and occasional instances where an independent owner acquired a paper from a group.

The number of sales jumped to 103 last year, spurred in part by the Tax Reform Act of 1986, which imposed a higher tax on capital gains effective this year.

Lately, the activity has slowed, with 26 newspapers sold during the first six months of 1987. But many observers expect the pace to pick up in the months ahead.

"I think the trend will continue, and I think there will be fewer independent or family-owned newspapers," says Douglas H. McCorkindale, vice president and chief financial officer of Gannett Co. "In some cases, it's sad; in other cases, not so sad. Society is changing."

McCorkindale may well be the acquisitions czar of the newspaper industry. During the past 16 years, his involvement in closing more than 60 deals for dailies has helped make Gannett the nation's largest newspaper group in daily circulation and second (to Thomson Newspapers Inc.) in numbers of newspapers owned. Gannett's circulation has tripled and holdings have doubled during that time.

These days, McCorkindale says, newspaper owners are more likely to come to him than vice versa. "In the late '60s, early '70s, there was more courtship than exists today, but today you don't have to tell a newspaper owner, if he wants to sell, Gannett is a company he should talk to."

Sell they do. Currently, just 434 out of 1,657 U.S. daily newspapers—26 percent—remain under independent ownership. They account for about 19 percent of daily circulation.

Their ranks have been dwindling since 1910, when 2,140 were independent and only 62 were group-owned. (See chart, p. 18.) The balance shifted in 1960, when the group-owned dailies first outnumbered the independents.

In Canada, independent ownership is even less pronounced. Of the country's 111 daily newspapers, 21 (18.9 percent) are independently owned.

How low will the number go? Executives of newspaper groups, independent publishers, analysts and brokers agree that there will always be independent newspapers—but not very many of them. By the year 2000, according to varying estimates, anywhere from a handful to 250 will remain.

Hoping his paper will be among them is Alfred T. (Ted) Fritts, co-publisher with his brother Donald of The Bakersfield Californian. He says that "no price" could get his attention. "My brother and I are making plans to be sure the paper remains within the family."

Peoria Journal Star

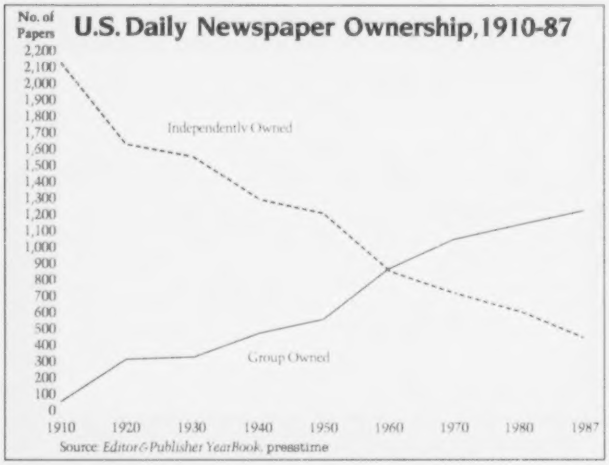
McConnell (left) and Henry Slane, chairman of the board and chief executive officer, oversee one of the largest remaining independent newspapers.

Pressure has increased to sell the 82,500-circulation daily, particularly as word spread that Donald Fritts is ill with Huntington's disease, leaving him unable to take an active part in running the company. "The vultures descended. People are short of ruthless but pretty blunt—recklessly blunt," says Ted Fritts, who himself plans to leave management of the newspaper at the end of the year to start a theatrical production company in Los Angeles.

The Fritts brothers and their sister, Virginia F. Cowenhoven, plan to maintain their ownership interest and entrust the paper's operations to Chief Executive Officer Jerry K. Stanners. Cowenhoven, currently a reporter for The Milford (N.H.) Cabinet and the only sibling with children, has been considering taking the publisher's chair.

REASONS FOR SELLING. The resoluteness of families like the Frittses and the Manships notwithstanding, there are powerful pressures on independent publishers to sell:

- Estate tax laws act as an incentive for selling because the laws value a newspaper property at the inflated price it would fetch on the open market. Although the estate-tax rates have been reduced from 70 to 55 percent, the Internal Revenue Service's cut is a sobering test to even the most determined heir's commitment to keep a newspaper in family hands.
- Irreconcilable differences within a newspaper family are the least predictable and least controllable of the forces that put independent newspapers on the block. Shareholder divisiveness increases as branches of the family tree become more numerous, particularly in the fourth or fifth generation. In such cases, the financial toll of trying to buy out a relative's stock at high market values may outweigh the emotional toll of selling the family newspaper.
- Lack of a successor—either an heir or a handpicked professional—is another primary reason to sell.



Source: *Editor & Publisher YearBook*, presstime

Alberto Pacheco

• Continuing high prices for newspapers, usually in combination with any of the above, activate what securities analyst John Morton says is the most powerful inducement to sell: "the golf factor." Morton explains: "Here's a guy, he's lived a prosperous life but he goes to work every day and he finds the only thing that separates him from being part of the idle rich is to say, 'Yes.'"

Just about any independent newspaper publisher has that option, especially those in non-competitive growth markets. "Everybody who's got an independent paper can find attractive offers," says newspaper broker Gerald D. Reilly of Greenwich, Conn. "There's an infinite amount of money chasing these properties."

Resisting the lucrative offers takes more than a determination to just say no. Behind the intricate legal and financial strategies constructed by independent newspaper owners are deeply held values.

Newspapers provide a handsome living, with recent profit margins for public newspaper companies averaging more than 20 percent. But at a time when prices are averaging 10-15 times the yearly operating cash flow, the reasons that most families hang onto their papers are distinctly non-pecuniary.

"There's a kind of psychic income that comes with having a newspaper, that you have a special position in the community," says Susan E. Tifft, a Time magazine writer. She and her husband, New York Times reporter Alex S. Jones, will publish a book next year about the issues in family newspaper ownership represented by strife within the Bingham family of Louisville, who sold The Courier-Journal and The Louisville Times to Gannett last year.

When the debate turns to the relative quality of independent or group-owned papers, each side has articulate partisans, but journalism researchers have found no consensus.

As word spread that a family member in Bakersfield was ill, "The vultures descended. People are short of ruthless but pretty blunt—recklessly blunt."

One of them, Philip Meyer of the University of North Carolina, says "I just can't find any differences. There are good group papers and bad group papers."

Writer Tifft says, "One of the things I have discovered: It's very hard to make generalizations with any accuracy because there are many kinds of newspaper owners out there, both among the chains and the individuals."

To those independent publishers interviewed by **presstime**, however, the grass remains greener on their side of the fence. They may concede that group ownership has improved many independent papers, but the long-held principle that independent is preferable has no stronger roots than at home.

To many, perhaps the most powerful motive to remain independent is the desire to pass on a legacy.

Horton P. Beirne, third-generation publisher of the Covington Virginian (evening, circulation 8,385), says that is the only reason he is holding out. Otherwise, "I don't think it makes any difference" whether his paper is independent or group-owned. Because he hopes to give his two children the same head start in the business he had, he turns down one or two offers a month from groups interested in buying his daily deep in the Allegheny Mountains.

Cowenhoven, one of The Bakersfield Californian's three co-owners, has three children who would be the only fifth-generation heirs to carry on the family business. "I know there's probably a fair amount of money involved," she says. "But if I am going to pass on a legacy to my children, (the paper) is a much more rewarding and exciting and more decent legacy than just money."

Plain distaste for group ownership also has inspired some independent owners to keep their newspapers in local hands.

In the case of the Peoria (Ill.) Journal Star, former majority owner Henry P. Slane ushered in an employee stock ownership plan in 1983 that currently holds 83 percent of the stock. "It's a visceral kind of thing," says President and Publisher John T. McConnell, Slane's son-in-law. "There's some logic behind it. But he doesn't like the idea (of group ownership). He thinks a newspaper is a driving force in the community and should be locally owned."

WHO ARE THE INDEPENDENTS? If there were an "Independent Newspaper Belt," it would cut a northeasterly swath from Texas through Pennsylvania. Those two states and Oklahoma, Kansas, Missouri, Indiana and Ohio are the only ones that sustain 20 or more of this diminishing breed. (See map, p. 20.)

They are predominantly small- to middle-market newspapers. Nearly half of them have less than 10,000 circulation, and only 16 have more than 100,000 circulation. (See chart, facing page, and list, p. 22.)

They range from large metro dailies like the Chicago Sun-Times, The Milwaukee Journal and the Oakland Tribune, to small ones like the Jonesboro (Ark.) Sun, The Courier Herald of Dublin, Ga., and The Daily News of Longview, Wash.

Plenty of mid-size dailies such as those in Bakersfield and Peoria round out the list.

A few are even part of publicly traded companies that own no other newspapers: The Boston Globe, The Tulsa Tribune and The Albany (Ga.) Herald. Sixteen of the independents are published as part of one of the 21 joint operating arrangements under the Newspaper Preservation Act, designed to maintain competitive newspaper editorial "voices."

For the most part, independent newspapers are private, family-owned and kindred spirits with many of the small, family-owned

The Baton Rouge daily is expected to be run for at least another generation by the Manships. Flanking the bust of first-generation owner Charles P. Manship Sr. are (from left) Charles P. Manship Jr., Douglas L. Manship Jr., Dina Manship and Douglas L. Manship Sr. Not shown are David Manship, a vice president of the paper, and Richard Manship, general manager of the family's television station.

groups [**presstime**, Nov. 1983, p. 47]. In fact, of the current 146 newspaper groups, 53 have just two U.S. dailies and 43 others have no more than five.

McClelland Newspapers in Washington state was an example of such a group until its holdings were divested earlier this year. The series of transactions returned The Daily News in Longview to independent status, as Publisher and Editor Ted M. Natt purchased full ownership from other members of his family. "It's home base. This one's the one my grandfather (J.M. McClelland Sr.) founded in 1923," Natt says. "At 45, I was not ready to retire by any manner or means, and I have two children either in the field or in J-school. Not only do I want to carry forward, but I want the kids to have the same sort of opportunity I had."

Since the moment he took over, Natt has heard from groups that covet his paper. "The ink hadn't even dried on our deal when I got letters and phone calls: 'Get in touch with me if you ever want to sell.'" But his plan is to hold on and to take advantage of growth opportunities himself.

Just about all independent owners are receiving at least as much attention from groups, brokers and bankers as Natt. "Nearly all are desirable, with very, very few exceptions," says newspaper broker Lee Dirks. "The biggest factor in undesirability is if it is the much weaker paper in a directly competitive market."

According to analyst Morton of Lynch, Jones & Ryan in Washington, D.C., "The only time you'll find a paper that nobody wants is when it has lost a large part of its market. If a paper has done even a half-decent job, it will be attractive for acquisition."

Even negative factors such as a depressed economy or profitability can make a paper "more attractive because it keeps the price down and maybe narrows interest to those potential buyers who feel they can do something to turn the paper around," says Bruce Thorp, another Lynch, Jones & Ryan analyst.

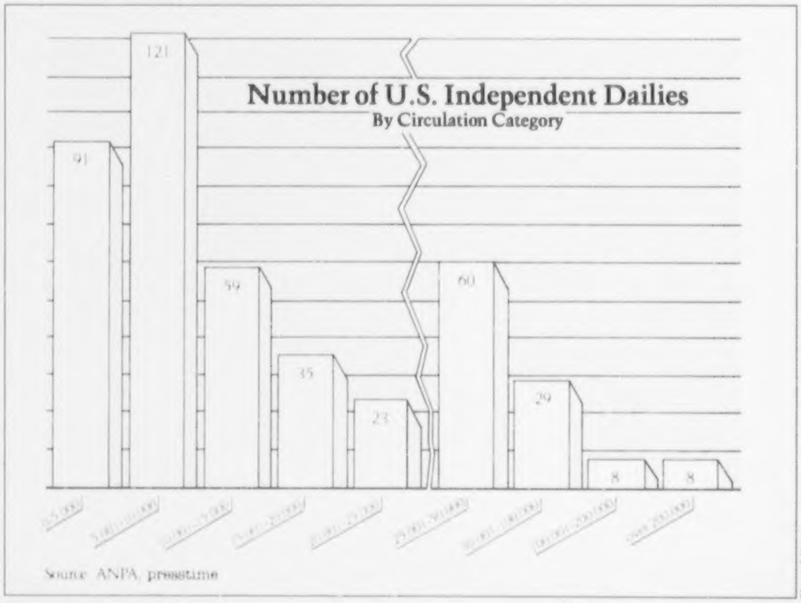
About 40 of the 434 independents are the real plums, Morton says, but he believes several choice properties will never be sold because of the nature and strength of ownership, such as the St. Petersburg Times, the Peoria Journal Star and The Daily Oklahoman of Oklahoma City.

THE ACQUISITORS. Prices of independent dailies have gotten so high that some newspaper groups are backing away from the marketplace. "They have been interested but said, 'We're not going to play this game,'" observes Benjamin M. Compaine, executive director of Harvard University's Program on Information Resources Policy.

Several group executives said as much in a Morton-sponsored meeting of analysts following the ANPA Convention last May.

"Sale prices of newspapers sold in recent years and months have been practically prohibitive, which makes it impossible for a company of our size to make acquisitions," said Donald J. Barhyte, chief financial officer and president of Multimedia Newspaper Co., Greenville, S.C.

Even the New York Times Co., known to pay top dollar under some circumstances, has lost a few heated contests for newspaper properties. Walter E. Mattson, president and chief operating officer, put it this way: "In recent months, we went after two newspapers. We stood up at the plate and took a mighty swing and missed the ball altogether. Prices are very high indeed."



Source: ANPA, presstime

Daniel Perez

> *A strong inducement to sell is "the golf factor." The owner "finds the only thing that separates him from being part of the idle rich is to say, 'Yes.'"*

Robert W. Decherd, chairman and chief executive officer of A.H. Belo Corp. in Dallas, told the analysts, "A test of reasonableness should be applied. Therefore, acquisitions in Belo's case are limited to a few high-quality opportunities."

A "reasonable" newspaper price, of course, is in the eye of the beholder.

"There's no limit," says broker Reilly. "If there was a limit, it was exceeded umpteen times over by the Naples sale"—a reference to Scripps Howard's acquisition last year of the Naples (Fla.) Daily News. The price for the independently owned, 34,380-circulation p.m., published in one of the nation's boom towns, was undisclosed but estimated by analysts to be about $160 million.

Morton, though, frowns on the price tag. "I have grave doubts that it was worth it," he says, estimating that it amounted to about nine times the paper's annual revenue or more than $5,000 per subscriber. Prevailing yardsticks have been $900-$1,600 per subscriber or two to six times gross revenues.

Compaine of Harvard says he is "constantly amazed the price keeps going up. I scratch my head and say, 'No way can they make money on this,' but that's nothing compared to what is paid a year later. The acquirers have sharp pencils, and they seem to know what they're doing."

If Naples is at the high end of the spectrum, what is the minimum one can spend for a paper these days? "Probably the least you could buy a newspaper for, in a head-on competitive market or a newspaper in trouble, would be less than one times revenue," says Gannett's McCorkindale.

Gannett is known as one of the most aggressive and highest-paying bidders for properties. Other leading players at this time, according to analysts and brokers, are Thomson, William Dean Singleton's MediaNews Group, Ingersoll Newspapers Inc., Donrey Media Group and The New York Times Co.

The acquisitions are being processed through different channels than 10 years ago, when arrangements were handled largely by brokers who generally had worked in the business. Now the biggest sales, such as The Des Moines Register in 1985, have become the province of investment bankers, leaving traditional newspaper brokers with lesser transactions. "The deals I am having now an investment banker wouldn't touch," says Reilly. "Right now, communications are hot. (Bankers) go where the action is, but they don't want a $3-million deal because that wouldn't cover their lunch at Morgan Stanley."

Another broker, Leroy Keller, recalls, "Used to be, a man decided who he wanted to sell to." The owner would provide a list of potential buyers, and the broker would find out which ones were interested in the property.

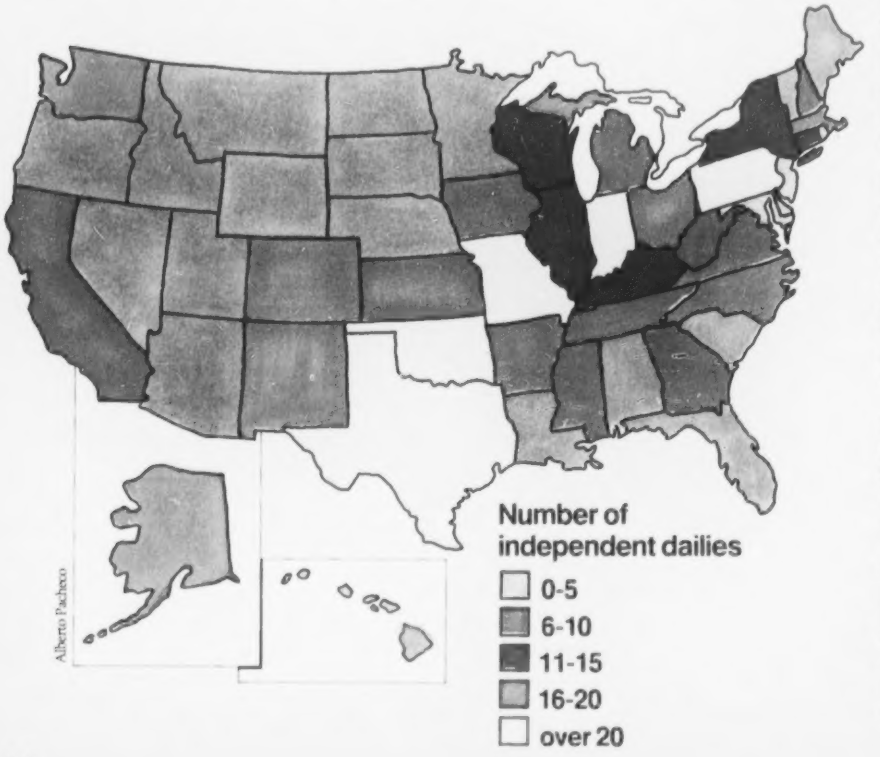
Now the buyer woos the seller, sometimes through a broker or banker, but in the cases of the big groups, often without any intermediaries. For example, Gannett's acquisition of the Arkansas Gazette of Little Rock last year was a one-on-one deal with the Patterson family, McCorkindale says.

But generally the acquisition process involves an investment banker or broker. "For the most part, we don't have anyone representing Gannett," McCorkindale says, "but in the acquisition process, someone has to pay the (banker's or broker's) fee. The seller pays, but it just becomes part of the price."

With the advent of the investment banker, newspaper publishers have discovered that auctions are likely to fetch higher prices than the broker's quiet negotiations. "Money is the final answer," broker Keller says. Publishers selling their newspapers "can talk all they want about the quality of their paper, but they will often take the most money."

Still, some acquisitors like The New York Times Co. find that journalistic standards are important to sellers. "We are in a fortunate position in that there have been very few situations where a newspaper owner has decided to sell a paper where we have not been contacted," Mattson told the analysts' gathering last May. "When a family owns a newspaper, it's a highly emotional thing, and it's like a child, and they want someone to take care of it. And we pride ourselves on taking care of the papers in our group."

Another factor affecting



Alberto Pacheco

acquisitions is that the different companies have carved out their own niches. "There's not so much rush (by big groups) to buy papers of less than 10,000 circulation," says broker Dirks. "Big groups just don't chase these because if they add $1 million to $3 million to revenues, it doesn't amount to much of a difference."

Yet those very small papers are just what some companies, such as Canadian Conrad Black's Hollinger Inc., are seeking [**presstime**, May 1987, p. 6].

Gannett, on the other hand, has compiled a list of 230 newspapers and small groups "that would qualify for acquisition," McCorkindale says. "I excluded all newspapers under 20,000 circulation and all (those owned by) the significant groups and all those that compete with Gannett." It is not a "shopping list," he says, but a "mechanical counting" developed in response to Wall Street concerns that, given the prolonged, brisk period of acquisitions, there might be nothing left to acquire. "We think there's plenty of room."

SURVIVAL STRATEGIES. Staunchly independent newspaper publishers seek defenses not only from acquisitors but also from heavy estate-tax burdens.

On the latter point, estate taxes are declining, for the moment. A 1981 reduction in the rate has dropped levies from 70 to 55 percent, and a further decrease to 50 percent is scheduled to be phased in next year. But a possible increase in estate taxes is being eyed by some tax writers as one means of narrowing the gap between federal expenditures and revenues.

"If you have a family business and that's your only major asset . . . and you have to pay $25 million in estate taxes, you can't get that money anywhere except selling," says Martin Casey, ANPA's manager/government and international affairs. "That's always been our (ANPA's) concern."

ANPA and the National Newspaper Association joined forces in the late '70s and early '80s to seek broad relief for all family-owned businesses—recommending, among other things, that businesses be valued for estate taxes as going concerns, a far lower basis than fair market value. The lobbying effort was unsuccessful.

Given the current attitude among many members of Congress to raise revenue and reduce the deficit, Casey says, "I don't think there's a great opportunity in Congress to argue this position effectively."

How a family deals with the estate-tax question is the linchpin of a total strategy to keep a newspaper independent. A publisher cannot plan too much.

"It's pretty tough," says K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass. "There's no stability in the tax law, whether in personal or corporate taxation." He calls the government "the primary villain to the family, closely-held-ownership situation." And to have a chance of surviving the ever-changing tax laws, he says, "You have to have a host of advisers and lawyers."

A fourth-generation independent publisher (see profile, p. 30), Low plans to choose one of his two children to control The Patriot Ledger. Both are already interested in working at the paper. Although both would have a financial stake in the venture, he believes the one who becomes publisher should have voting control of the majority of the stock while the other receives dividends.

He rejects the idea of a trust that splits control among various family members, which is prevalent at many family papers, calling it a "time bomb" that takes authority away from the publisher.

St. Petersburg Times CEO Patterson (center), designated successor Barnes (left) and Executive Vice President and General Manager John O'Hearn examine progress of $12-million addition to the newspaper's downtown building.

A stategy such as Low's fits well within a number of plans to minimize estate taxes, says Scott A. Richards, senior valuation analyst at Management Planning Inc. in Princeton, N.J. Many independent newspapers have turned to that firm for help in estate and other financial planning to perpetuate family ownership. In fact, newspapers make up 15 to 20 percent of its clientele.

Depending on how liquid the owner is willing to make his estate, Richards says, publishers can help retain family ownership through several means, including:

- Giving non-voting stock to their children to reduce the market value of the controlling owner's stock
- "Estate freezing" to cap estate-tax liability by issuing preferred stock in exchange for common stock—structured so the active owner's stock will not increase in value but retain voting power
- Buy-back agreements with arbitration provisions to ensure a company can buy back stock at a fair price from a shareholder who insists on selling. Such a buy-back provision allowed John Costello, publisher of the Lowell (Mass.) Sun, to obtain his brother's 50-percent ownership for $28.5 million last January.

Big groups don't chase papers of less than 10,000 circulation. "If they add $1 million to $3 million to revenues, it doesn't amount to much of a difference."

"What has really helped in this matter is that publishers are very knowledgeable, and they understand their estate problems and they seem to pay a little more attention to them than owners in other industries," Richards says.

The cost of remaining independent can be especially high when trying to overcome family disputes. "In the Lowell instance, (the buy-back) is going to handcuff them for awhile," says Richards, whose company appraised the property for Costello. "But it's their money. They could have invested it in equipment modernization or maybe bought another paper."

According to analysts, brokers and others involved in the newspaper marketplace, the last independent newspapers in America will be those with the most iron-clad estate plans. Among them, they agree, will be the St. Petersburg Times.

Its defense against acquisition was the late publisher Nelson Poynter's gift of all the controlling stock in trust to The Poynter Institute for Media Studies. Originally known as the Modern Media Institute, it was founded in 1975 with a twofold purpose: to establish an educational institution to elevate the practice of journalism, and to "absolutely assure the independence of this paper," says Eugene C. Patterson, chairman and chief executive officer of Times Publishing Co.

To ensure that the Times would remain out of group or non-local hands, Poynter had considered, and rejected, such alternatives as employee stock ownership plans or leaving it to his alma mater, Yale University.

Because the institute is an accredited educational institution, the dividends paid by the trust's stock are tax-exempt and put directly to educational purposes. (Under federal tax law, accredited educational institutions may own a newspaper's controlling stock, but charitable foundations may own no more than a third. The Houston Endowment, a charitable foundation, sold the Houston Chronicle this year to comply with the law.)

Implicit in Poynter's plan was a "trust between professionals" by which the chief executive officer—currently Patterson—votes the proxy of the stock and designates a successor, trained in the years prior to the CEO's retirement. As Poynter chose him, Patterson has chosen current Times President and Editor Andrew Barnes.

20 Largest Independent Dailies in the United States

Newspaper	Circulation[1]
Chicago Sun-Times	612,600
The Boston Globe	500,106
The Buffalo News	321,301
St. Petersburg Times	314,696
The Milwaukee Journal	289,254
The Columbus Dispatch	255,976
The Daily Oklahoman, Oklahoma City	239,024
Milwaukee Sentinel	192,638
The Christian Science Monitor	186,195
Daily News, Los Angeles	153,441
Oakland Tribune	150,482
Asbury Park (N.J.) Press	139,954
The Press Enterprise, Riverside, Calif.	138,856
Tulsa World	127,857
Albuquerque Journal	111,331
The Providence Bulletin	110,180
The Peoria (Ill.) Journal Star	98,318
The Youngstown (Ohio) Vindicator	93,929
The Providence Journal	93,578
The Patriot Ledger, Quincy, Mass.	90,518

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[1] ABC FAS-FAX, March 31, 1987

> "I think we have been through a period of obliteration. Now, I think free enterprise will start biting away at the ankles of these giants."

"I hope to hand down the principles, as Nelson did, that professionals will be able to manage a newspaper company in perpetuity without the difficulties that seem to arise in family or in chain ownership," Patterson says.

However, Patterson doesn't expect other independent owners to follow Poynter's example. "For a publisher to do as Nelson did, he must give away the fruits of his life's work," he notes.

ONE LESS AMERICAN DREAM. The motivation behind such an extreme action is the belief that whenever an independent newspaper is sold to a group, something valuable is lost. And from his St. Petersburg vantage point, Patterson is one of the more vocal critics of group ownership.

Although acknowledging that good and bad papers exist under both group ownership and independent ownership, Patterson believes that non-local, group newspapering does not bode well for American journalism over the long term.

"In the second to third generation of (non-locally) hired managers, that's the point at which I have concern," Patterson says. "And I believe it's already become visible that short-term earnings gains are replacing journalistic concerns, that editorial quality is being placed second to financial considerations, and that centralized budgets are being too heavily emphasized. I do not see enough innovation and effort being made on the part of the chains, generally, to devise yardsticks to measure performance beyond the bottom line."

Fritts of The Bakersfield Californian worries that the passing of local ownership changes the relationship between newspaper and community—perhaps imperceptibly at first, but unalterably. "I think you lose a sense of passion or a sense of dedication that comes with generations of devotion, of integration, of mutual cause and effect," he says. "You may antagonize, but the people know you. There's trust and real passion from this community. And I don't think you can replace that."

For others, the value of local ownership is just the beginning of the debate.

"I don't think that the quality-of-the-product argument is an issue. I think it's a red herring," says Quincy's Low. "The question is whether the founding fathers, in this, the 200th year of the Constitution, had something in mind relative to diversity of opinion when they gave the press special status. My thinking is that they did, that they did not foresee the idea the press would be controlled by a dozen or more people."

Yet analyst Morton earlier this year viewed the situation differently. In his annual report on newspaper ownership, he posed this question: "How many other industries are there where the 25 largest companies produce ONLY one-third of the products and ONLY two-thirds of total sales of those products?"

Morton agrees with Low, however, that some of the more discordant voices in the chorus of American newspapering would be silenced under the baton of group ownership.

In a recent column for the Washington Journalism Review, Morton lamented the loss of independent crusading publishers such as the late William E. (Ned) Chilton III of the Charleston (W. Va.) Gazette and William Loeb of The Union Leader in Manchester, N.H. If they were dedicated to moral outrage, if they were hot in an age of cool, they were at least never boring to their readers, Morton maintained. "In this era of bland and prosperous newspapers," he wrote, "they should be the norm for the breed."

Low says, "I, too, equate Chilton and Loeb as birds of a feather, though no two people could be further apart. Both represented a kind of feisty maverick that almost everybody disagrees with but they are sort of an equal-opportunity antagonist. They represent the kind of diversity of opinion you're not likely to get out of the kind of vanilla publisher you are likely to get out of Gannett. I don't know what flavor Ned Chilton was, but it sure wasn't vanilla."

Harvard's Compaine takes the other side. "I think there's plenty of diversity. Just because someone's loud and shrill and obnoxious, as opposed to being reasoned in their approach, doesn't mean (the industry) is more diverse."

Yet when all the arguments for and against independent ownership have been made, a conflict between logic and emotion sometimes remains.

Analyst Thorp says that while many people may think back fondly to an era of more independent newspapers and fewer groups, "They might not remember how awful some of those papers were then. I think you could make an argument that there's been so much improvement in the quality of papers that reading one paper today gives you a much better view of the world than reading two or three papers 20 or 30 years ago."

Sadder than the sale of an independent newspaper to a group, he says, "is what happens when a paper fights so hard to remain independent and it disappears. The Bulletin might still be in Philadelphia if it had been owned by a group a long time ago. There's a higher value than independent ownership—and that's survival."

DIMINISHING BUT NOT DISAPPEARING. Even as analysts and brokers expect fairly brisk sales to continue through the end of the century, they do not believe independent newspapers will disappear from the scene entirely.

"There will always be some adroit managers who, through astute estate tax planning, will be able to keep their newspapers," Morton says. "But that number will get smaller and smaller for all the reasons they have in recent years."

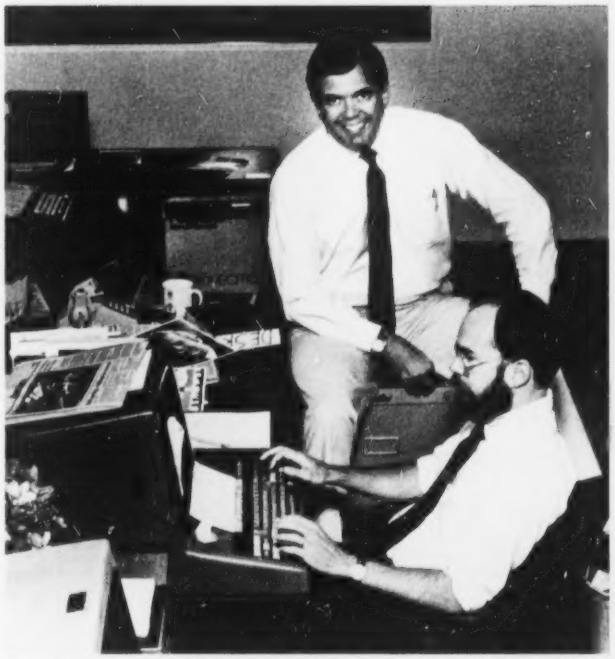
If, "conservatively" speaking, dailies are sold at a rate of 35 a year, "that would be more than 400 sold by the year 2000," he says. "I would say most of those newspapers would be owned by some larger company."

Viewing the situation from his broker's perch, Dirks sees two coming trends: that the remaining independents will become ever more resistant to offers to buy, and that the increasing scarcity of properties for sale will slow down the acquisition rate while pushing prices still higher.

"I think we're going to continue to see independent ownership," Dirks says. He predicts "there will be well over 200 or 250 by the year 2000. I could name at least 100 papers where descendants will still own the papers in the year 2000."

Could new independent buyers enter the arena, given today's high prices?

Patterson of St. Petersburg thinks so. He cites the recent emergence of new publishing entrepreneurs, some of whom left executive positions with newspaper groups to become owners. Examples include former Harte-Hanks executives Tucker Sutherland and Richard Gozia, who now head separate newspaper companies; and former executives of The Des Moines Register Michael G. Gartner and Gary G. Gerlach, who have formed their own newspaper company.



Natt (top) is carrying on his grandfather's legacy in Longview, Wash.

"I think this free-enterprise system creates competition as well as obliteration," Patterson says. "I think we have been through a period of obliteration. Now, as conglomerates become evident, I think free enterprise will start biting away at the ankles of these giants."

Certainly, a resurgence of independent newspaper publishing would be welcome news to those who believe that diversity of viewpoint is endangered as independent newspapers dwindle in number.

But so long as the tax code is stacked heavily against the passing of newspapers to a family's next generation, newspapers will remain especially vulnerable to group acquisition. Nor are the best-laid estate plans any guarantee of the family harmony or journalistic dedication necessary to keep newspapers for future generations.

For those who want to stay independent, however, there might be some solace in knowing that the consummate acquisitor company, Gannett, believes it can be done. Says McCorkindale: "I still think any family that wants to continue to own can find ways to own. There's no real need to sell." ☐

- **Independent newspaper publisher K. Prescott Low is profiled, p. 30.**
- **Two owners describe the overtures from groups and the decision to sell or not sell, pp. 32-33.**

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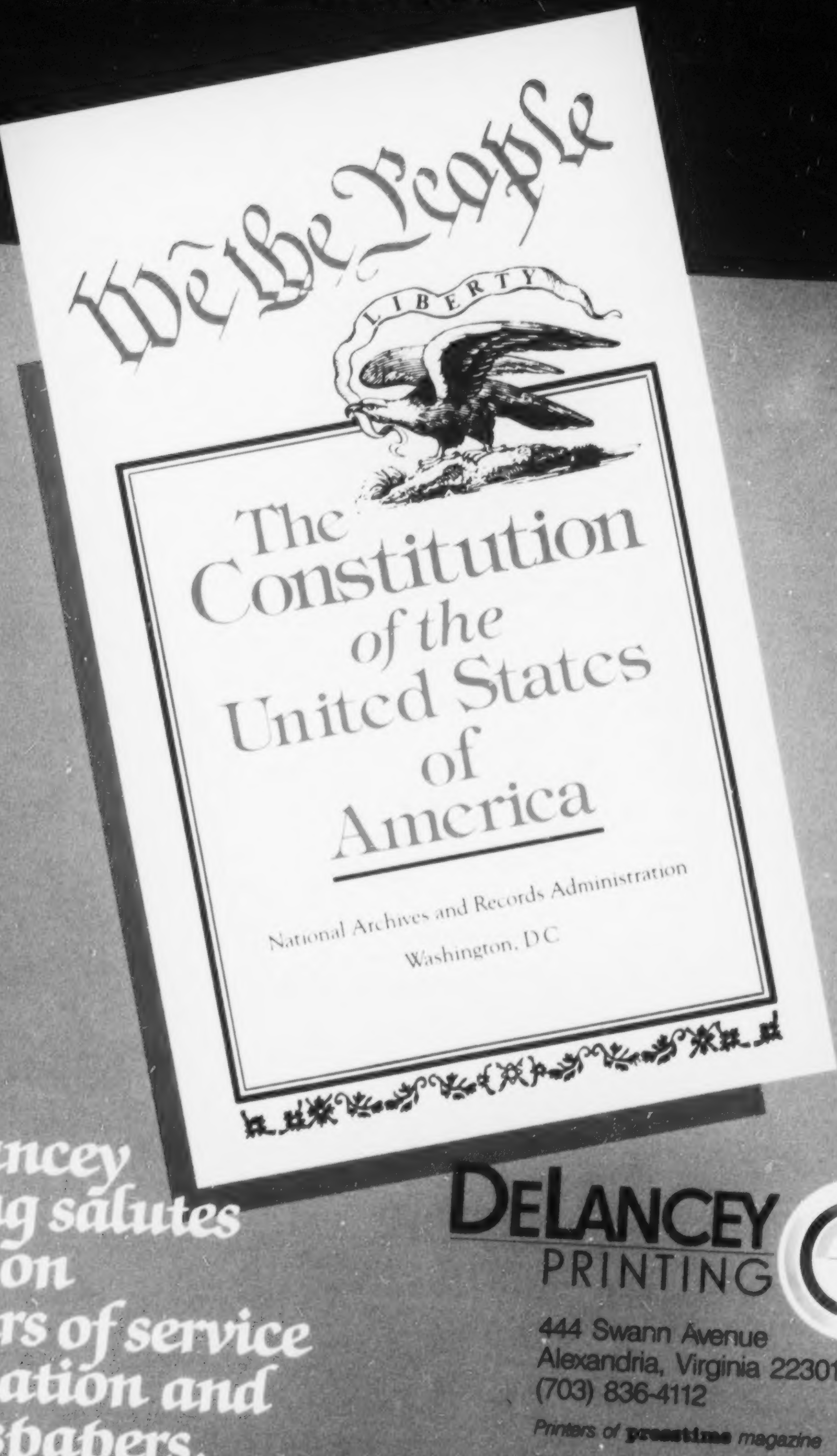

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TALKING TO READERS

Newspapers are trying to be more accessible, and to explain their sometimes-mysterious ways to the public

BY MARGARET G. CARTER
presstime staff writer

A 7,360-circulation morning daily in southeastern Minnesota, the Owatonna People's Press, is trying hard to live up to its name.

Last March, Editor Debra J. Flemming overheard some readers expressing surprise that the paper covered a particular community issue. Flemming addressed the matter in her weekly column. The answer to the question of how to get the newspaper to discuss an issue or an upcoming event is "very simple," she wrote. "Phone or stop by the newsroom."

Flemming uses her column to discuss editorial decision-making, to talk about the role of the newspaper in the community and to explain how the newspaper works, including how news makes it into print.

It's just one of many devices newspapers around the country are trying in an effort to build rapport with readers and to improve their image of being accessible to them.

"How did it come to be that only the circulation department talks to readers on most days?" asked Jennie Buckner, managing editor/p.m. editions of the San Jose Mercury News, at a recent convention of the International Newspaper Marketing Association. "We need to expose everyone who works in our newsrooms to readers much more regularly," even if that means spending time riding circulation delivery vehicles.

At Ottaway Newspapers Inc., which publishes the Owatonna daily, Vice President/News A.N. Romm comments: "I think the whole industry is in the new mode, or coming to it, of sharing problems and decisions and reasons with the reader." Readers may think of newspaper people as being in an "ivory tower," he says. "It is to our advantage to present ourselves as mortal, rather than superhuman."

Most of the editors, and in some cases the publishers, in the Ottaway group of 22 small- and medium-size dailies write columns to readers, Romm says. "We encourage this kind of communication. We are community newspapers, and we want all the links we can with our readers."

Large papers, too, are making an effort. For example, the Los Angeles Times has a public information desk that fields inquiries, conducts seminars for publicity agents, sponsors face-to-face meetings between community leaders and editors, conducts community forums, distributes a brochure advising how to get press releases into the the paper, runs a speakers' bureau and offers building tours.

"These sorts of programs are important, particularly for a large newspaper like the Times," says Laura L. Morgan, public information supervisor. "We are, as are all newspapers, in the business of communicating with people. This makes our public relations programs especially important."

Not only is communicating with readers good public relations, it can result in better news coverage. Owatonna's Flemming says, "We are constantly trying to get readers to understand that three news reporters can't cover a city without their help with story ideas."

Los Angeles Times Suburban Editor Bob Rawitch (left) leads visitors on a tour.

FORMS AND FUNCTIONS. The Modesto (Calif.) Bee recently introduced a colorful approach to its public relations program. It repackaged and color-coded the materials provided to readers for such things as engagement announcements, press releases and photo reprint requests.

"They were all in disarray," Marketing Director Samuel C. Gonzalez says of the explanatory booklets and forms. "One form looked completely different from another. We thought it was time to make them complementary."

Booklets are a common element in newspapers' programs to improve relationships with readers, but there are variations among them.

For instance, where the Modesto paper provides different ones for different functions, other papers take a more comprehensive approach. The Baltimore Sun's eight-page booklet, "Sharing Your News, A Newspaper Relations Guide," includes in-

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formation on all the newspapers' news needs, including deadlines. An updated list of editors' names and office telephone numbers is inserted every couple of months, says Gerry V. Smolinski, public affairs manager.

The booklet also contains telephone numbers of other newspaper departments and public-service programs, such as circulation, advertising and Newspaper in Education.

Typically, these booklets are available upon request and from racks in the newspaper lobby, are mailed to community leaders, distributed to new subscribers, or handed out at events at which the newspaper has a presence, such as when an editor speaks to a community group.

EDITORS UP CLOSE. The Baltimore Sun distributes its booklet at the "media conferences" it holds several times a year for people assigned to do publicity on a part-time basis for civic and fraternal organizations. The conferences feature a local public relations professional, who talks about media relations in general, and a panel of Sun staffers, who talk about the newspapers' specific news requirements.

Some newspapers conduct meetings for the public at large, or specific segments of it.

Every three weeks, The Boston Globe invites about two dozen residents with similar occupations or interests to its dining room for breakfast with the newspaper's top editors. Invitees have ranged from college deans, chiefs of police and superior court judges to bartenders, cabdrivers and operators of shelters for the homeless.

Although the sessions are off the record, "I get a lot of story ideas," says Executive Editor John S. Driscoll. "I also get a sense of where they think we might be going wrong in our coverage of their area of interest. Sometimes it's subtle points. Sometimes it's bad misses on our parts. Sometimes it's just a reinforcement that we are doing something right. But at least what it gives us is an opportunity to explain to people that we are accessible."

Similarly, the Los Angeles Times invites business and government leaders to a morning-long session with editors. After introductions, the attendees break into small groups. With the assistance of a Times editor, each group assembles a Times front page. "Our goal was to establish a real one-on-one dialogue with people in the community . . . and help them understand the process of putting together a daily newspaper," says the Times' Morgan.

The Hartford Courant's approach is to invite a small group of residents each month to spend an afternoon at the Courant and watch the newsroom in action. "No matter how well-informed, most of them don't know beans about what goes on inside the newspaper," says Henry McNulty, the Courant's "reader representative."

McNulty recalls an occasion when the "citizen observers" sat in on a meeting in which editors were grappling with whether to use the name of a 13-year-old junior high school student who had killed a janitor. All of a sudden, one of the editors turned to a member of the group and asked what he would do. "It really brought it home to them that these are real decisions, made by a real person," he says.

The Courant also invites a member of the public to serve as a member of its editorial board [**presstime**, Sept. 1986, p. 44].

When the Austin American-Statesman holds its public forums, they are on an everyone-may-come basis. In 1984, the first year he was the newspaper's editor, Arnold Rosenfeld held the forums on a monthly basis, each one in a different location. Now, he conducts them quarterly.

Rosenfeld began hosting such gatherings in 1976 when he was at the Dayton (Ohio) Daily News, and he believes he may have been the first editor to do so. He calls the meetings "a good listening post" in the community. "People who wouldn't ordinarily come down to your office or even write you a letter show up."

Recently, he introduced a new twist into the meet-the-editor program. He invited readers to call into the newspaper's classified advertising phone banks with their questions and comments, and about 150 of them did.

Other communicate-with-the-reader programs range from finding out whether people were quoted accurately in the paper, to turning readers into columnists:

- Accuracy questionnaires. At The Morning News and Evening Journal in Wilmington, Del., people mentioned in stories are selected at random to receive forms that ask whether the story was accurate [**presstime**, June 1987, p. 68].
- House ads. The Seattle Post-Intelligencer runs one entitled "How to get in touch with the Seattle P-I."
- Computer bulletin board. The Middlesex News of Framingham, Mass., has just begun providing readers with access to a computer database in which they can leave messages as well as retrieve news and information.

Since March, the News also has published a daily op-ed page written almost entirely by readers. One column is devoted to comments phoned in by readers. "We've all been wrestling with this question of access, trying to make the paper accessible," says Editor Kenneth O. Hartnett. "It's fun to try out these things, and I think they work." ☐

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Some people think this photograph is more explosive than this bomb.

No pictures allowed.

Not of civil unrest. Not of the police.

Not in South Africa after the government's harsh press restrictions were announced in June 1986.

The only way photographer David Turnley of Knight-Ridder's Detroit Free Press could do his job was to risk getting arrested. Turnley was detained, searched, interrogated and released.

Despite the ban, Turnley, based in Johannesburg, has continued to document the struggle. The imbalance of power between South Africa's 24 million blacks and 4.8 million whites. Living under apartheid. In a land borrowing time. In a place perpetually in mourning as thousands die in Soweto, Swaziland and Mamelodi.

A 16-page collection of David Turnley's photographs was published in the Detroit Free Press last December. It won the Overseas Press Club Award for photographic reporting abroad.

He feels that if restrictions get tighter, those photos might be the last portrait of South Africa for years to come.

In South Africa, David Turnley is one of 18 staff members working at 15 Knight-Ridder foreign bureaus around the globe.

He has traveled for more than a year throughout South Africa, photographing a land of astonishing contrasts, in its worst time of strife. Few newspapers would put this kind of effort into a story. But the Detroit Free Press is a Knight-Ridder newspaper.

KR

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Contending With 'Jumps'

Newspapers look for new ways to deal with the old problem of continuing stories to another page

BY GENE GOLTZ
presstime staff writer

Despite surveys through the years that have attested to readers' dislike for "jumps" in newspaper stories, they are more prevalent today than two decades ago. Emphasis now is on trying to make them more palatable.

"The question of what to do with jumps is repeatedly brought up in seminars" at the American Press Institute in Reston, Va., says Donald E. Lippincott, associate director. "They are a continuing concern in most of the discussions we have here."

The extent to which jumps have increased was documented in a 1985 report of the Associated Press Managing Editors' Changing Newspaper Committee. Examining 33 daily newspapers, the committee found only 27 percent of front-page stories were jumped in 1965, compared with 68 percent in 1985.

The greater use of jumps reflects a variety of changes in newspaper design: a narrower newspaper page that contains six instead of eight or nine columns of type, horizontal makeup, use of promotional boxes and more white space, larger graphics, and bigger type.

> *The greater use of jumps in recent years reflects a variety of changes in newspaper design.*

Yet like ink ruboff or a paper that gets thrown into the bushes, the jump is one of those annoyances that draws readers' ire.

The unpopularity of jumps is well-documented by such studies as the American Society of Newspaper Editors' 1984 and 1979 surveys on "Relating to Readers in the '80s" and "Changing Needs for Changing Readers," respectively. In the 1984 study, from 32 to 41 percent of readers complained that their newspapers had "too many stories that skip to other pages."

There is also the matter of how many readers actually follow a story as it jumps from page to page.

Newspaper designer Edmund C. Arnold, professor emeritus of journalism at Virginia Commonwealth University, estimates that 70 percent of readers are unwilling to do so.

ellen
World Airways began as a the
See AIRLINES, A3, Col. 1
PACHECO

An Indiana University study in 1980 found that a majority of readers did not follow jumps.

A different finding was reported by designer Mario R. Garcia, associate director of The Poynter Institute for Media Studies in St. Petersburg, in a 1987 edition of his book, *Contemporary Newspaper Design*. Garcia quoted a study by a doctoral student at Syracuse University, indicating that 91 percent of readers of The Forum in Fargo, N.D., continued to the jump.

But newspaper researcher Ruth Clark, president of Clark, Martire and Bartolomeo Inc. of New York City, says the numbers are immaterial. "The real question," she says, "is not how many people will follow a jumped story. It is whether they will follow it happily or willingly."

Clark offers this one-word description of the jump: "entrapment."

JUMP TECHNIQUES. Garcia says his own studies show that most readers read the front page as a unit, then read the jumps. This reading pattern would seem to be a good argument for jumping all front-page stories to the same inside page, so the reader does not have to search for multiple continuations.

When The Washington Times began publication in May 1982, it followed such a reader-friendly policy on jumps. They all appeared [illegible] the last page of the section. The reader merely had to turn the section around to continue the story.

Yet the paper eventually dropped the system. The exigencies of design and content dictated a change, explains Harvey M. Kabaker, news editor.

The newspaper believed it would be a more prudent use of the high-visibility back page to anchor a four-color weather map and expanded weather report there, as well as a popular cartoon. "That left us with 72 column inches," says Kabaker. "Seldom is that enough to carry all jumps."

The Washington Post is known for publishing long stories and therefore long jumps—a situation defended by News Editor Richard R. Crocker.

"Most of our readers may not be typical readers," says Crocker. "Obviously, if you're talking about a 40-inch story, you're going to have 30 or more inches that are not going to make it on the front."

The Post tries to help the reader through "packaging." All the stories on the Iran-contra affair, for example, are packaged in the same section, and jumps go to the same page or pages. "You can help direct the reader and give him some signposts along the way," Crocker says.

The New York Times is another paper that is not shy about running long stories and jumping them.

But unlike The Wall Street Journal and many other papers, the Times violates one of designer Arnold's cardinal rules by jumping some stories from one section to another.

There are few things more exasperating, says Arnold, than finding a story continued in a section of the paper that some other member of the household is reading.

Researcher Clark also abhors section-jumps. She says when she is traveling, she often carries only the first section of a newspaper because the whole paper is too bulky.

When Clark finds a story that jumps to another section, she regards it as "absolutely an insult."

Allan M. Siegal, an assistant managing editor, says The New York Times' rationale is to jump a front-page story to the topically appropriate section. A business-related story jumps to the business section; a local story jumps to the metropolitan news section. A national or international news story is continued inside the front section.

ALTERNATIVES. Even though the problem of jumping stories is an old one and has been subjected to much scrutiny, it is one that plagues publishers to the present day. Both the ANPA library and the Industry and Public Affairs Department receive several inquiries each year from newspaper executives seeking guidance on how other papers might have solved the riddle of jumps.

If the truth be known, none has.

A bizarre jump system that originated in Scandinavia was tried by several U.S. newspapers two decades ago. Front-page stories were jumped to the back page of the first section, and that page was printed upside down. A reader simply flipped over the section from top to bottom and continued reading.

One paper that adopted the system was the Johnson City (Tenn.) Press-Chronicle. In mid-1968, after a year and a half, the practice was discontinued. Surveys showed that even with the flip-over system, 30 percent to 50 percent of readers still weren't reading the jumps, says E. Tom Hodge, editorial director of the paper now known as the Johnson City Press.

Clark suggests that newspapers set aside part of the front page for synopses of the day's major stories, noting the pages where those stories are published in their entirety. "We have found that people are perfectly willing to read the brief description of a story and then turn to the page where it is," the research expert says.

USA Today uses news summaries extensively and, of course, runs shorter stories that minimize the necessity for jumps. Only one article per section is allowed to jump from the section front, and the jumps move uniformly to a section's second page.

Design expert Daryl R. Moen says USA Today's use of the word "Please" on the jump line—"Please see COVER STORY, next page"—is one of the little things newspapers can do to encourage readers to make the leap from page to page.

At the Alexandria (La.) Daily Town Talk, which Moen finished redesigning last spring, a small logo is inserted on the front-page jump line and on the inside jump head to make it easier for the reader to spot the story.

AIRLINES, From A1

Moen, who is a professor of journalism at the University of Missouri, notes that newspapers have tried a variety of strategies in writing the jump headline itself. Some use only a label that corresponds to the jump line on the front page, such as, for example, "COL. NORTH." Another strategy is to repeat the headline verbatim on the jump page. Or an entirely new headline can be written, emphasizing another aspect of the story—perhaps something appearing in the copy on the jump page.

Moen says each of these devices has both good and bad points, which is another way of saying there is no perfect answer to the jump problem.

Clark says her research has uncovered another problem with jumps. Many readers interested in a front-page story don't mind following the story to another page, she says, but then they never return to the front page.

Eliminating jumps altogether has been tried. Newspapers as diverse as the weekly Reston (Va.) Times and The Seattle Times did it but subsequently returned to jump systems in order to get additional worthy material on Page 1.

"I can't tell you anybody is particularly happy about jumping," says Robert B. Covey, the design director in Seattle. "But of all the alternatives, it gives us the best flexibility. It gives us the best use of photos and (other) art."

Similarly, Moen observes that despite their numerous deficiences, "Jumps are here to stay." □

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K. Prescott Low

A fervent independent publisher

BY CLARK NEWSOM
presstime staff writer

Independently owned dailies are important because they represent "an element of diversity that is more and more lacking" in the media today, says K. Prescott (Scott) Low, the fourth-generation publisher of The Patriot Ledger in the Boston suburb of Quincy, Mass.

"It's not an issue of quality," says Low. "It's the long-term issues, like concentration of ownership and people's perception of the media. A lot of people already have a poor perception of the ownership of the media. I think the power of the media is a public-policy issue that will be more visible over the next 15 to 20 years."

Low's views about ownership are indicative of his quietly stated but strongly held convictions about a host of newspaper-business issues. The 46-year-old publisher of Massachusetts' largest evening newspaper (circulation 90,518) has developed those views during long periods of service to various press organizations at home and abroad.

K. Prescott Low

He is an industry activist.

"There are few people I know who put more time and effort into overall support of the newspaper industry, particularly freedom of information throughout the world," says Byron C. Campbell, former publisher of the Daily News of Los Angeles. "I wish there were more Scott Lows in this business."

Newspapering came naturally to Low. His great-great-great-great-grandfather was Benjamin Russell, who published The Massachusetts Sentinel in Boston in the 18th century. Although a solid-as-a-rock New Englander, Low never became provincial. Before and after his graduation from Middlebury College in Vermont, he spent two summers driving across the country. Now he travels widely throughout the world.

In his soap-box pitches on behalf of locally owned newspapers, Low observes that a local owner "knows the people" and has an "inherent sense of identity" with the community and its long-term interests. Local ownership teamed with a commitment to exemplary news coverage produces outstanding newspapers, he says.

His own paper attests to it. The New England Newspaper Association judged The Patriot Ledger the region's best this year in the 50,000-to-100,000-circulation category.

"He is one of the most forward-thinking chief executive officers in our business," says Paul B. Flynn, president and publisher of the Pensacola (Fla.) News Journal. "His marketing sense in suburban Boston continues to amaze me." Flynn worked in the sports department of The Patriot Ledger when Low was in high school, working as a copy boy. "Even in his younger years, he was fiercely interested in the information part of newspapering and that the bottom line never interfere with the news."

Low has not always worked for the family paper. He spent three years at The Times of Trenton, N.J., first as a management trainee and later as assistant to the general manager, before returning to The Patriot Ledger in 1968 as assistant to the publisher. The following year he was named associate publisher and became publisher in 1973. At that time, he was given voting control of the company; his two sisters received dividend-paying stock but not voting power in decisions affecting the newspaper.

In addition to being publisher of The Patriot Ledger, Low is president of George W. Prescott Publishing Co. of Quincy, which includes 20 weekly newspapers in the state and many tourist publications. His company's holdings notwithstanding, he worries that media concentration is destined to become a matter of government concern "not just in the United States but around the world. Information is an international commodity."

Low's tendency to put matters into a global context comes naturally. "It's genetic," he says. In 1955, as a teenager, he accompanied his father, G. Prescott (Pres) Low, to a meeting of the International Press Institute in Zurich, Switzerland. (The elder Low, 74, is still active as chairman of the publishing company and is remembered in technological circles as a pioneer in the development of the Photon photocomposition machine, a breakthrough in the development of cold type.)

Scott Low, who says he speaks French "a little bit," is striving to become more fluent to improve his effectiveness in world affairs. He has served as director of the IPI's American committee, is a member of the Executive Committee of the Inter American Press Association, and senior vice president of and ANPA's designated representative to the International Federation of Newspaper Publishers, or FIEJ.

Before he became involved in international media issues, Low experienced world events first-hand in 1964-65 when he came under fire in Vietnam as an Army lieutenant. He received the Bronze Star and Air Medal with two Oak-Leaf Clusters.

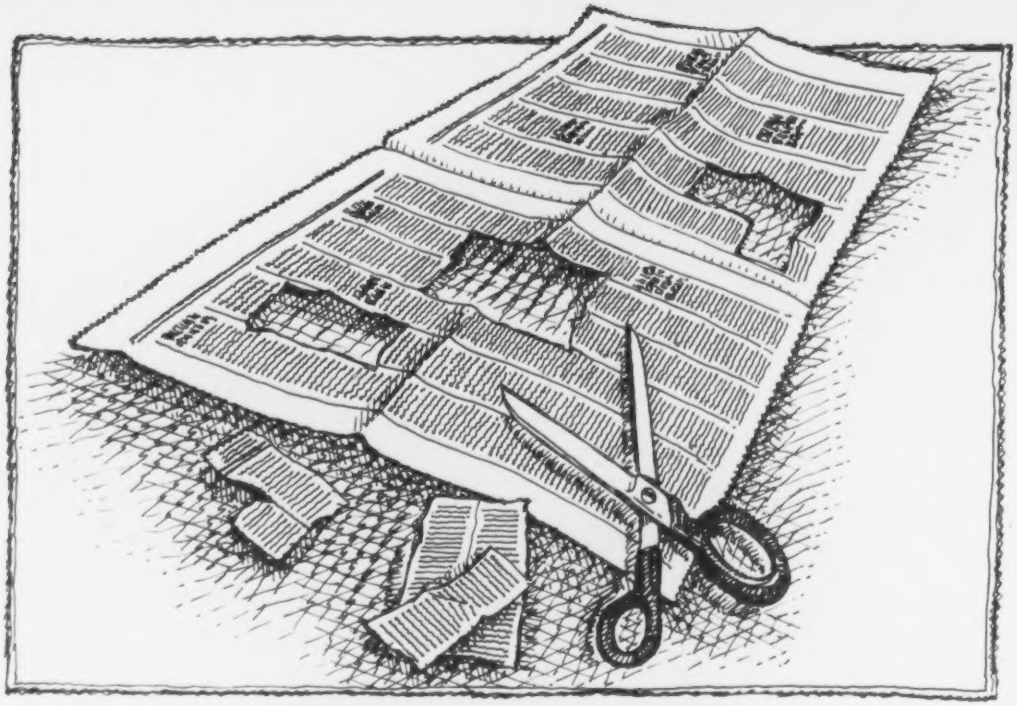
Domestically, Low is a director of the Inland Daily Press Association. He served on the ANPA Board from 1978 to 1986, including two years as secretary and four as chairman of the Government Affairs Committee.

"He's a prodigious worker," says Scott C. Schurz, publisher of the Daily Herald-Telephone of Bloomington, Ind. As an example of Low's dedication to the newspaper industry, Schurz relates how last year, when both were on a search committee for a new Inland executive director, Low flew from a FIEJ meeting in Europe to attend a one-day committee meeting in Chicago and then returned to the FIEJ meeting.

Fellow New Englander Richard J. Warren, editor and publisher of the Bangor (Maine) Daily News, says although Low is "very dedicated to the industry in general" he still "enjoys putting his feet up and relaxing, as we all do. He has a dry sense of humor and is a great punster. He's very devoted to his two children."

In fact, Low quickly answers "my family" when asked about interests apart from the business. He and his wife, Susan, have a 15-year-old son, Seth, and an 18-year-old daughter, Lisa, who is spending the summer working for Le Monde in Paris as a trainee in marketing and with Minitel, a consumer videotex system.

Low says both children will have the opportunity to work in the business. If they are interested, The Patriot Ledger, which has been locally-owned for its entire 150-year history, will be under independent control well into the next century. ☐



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TO SELL OR NOT TO SELL,

TWO OWNERS OF SMALL, INDEPENDENT

(Editor's note: In these two articles, owners of two independent daily newspapers describe how they have been courted by newspaper groups, and how they reached a decision to sell or not to sell. Deciding not to sell was Suzanne G. Millholland, president and treasurer of the Hickory (N.C.) Daily Record [evening, 27,388]. Deciding to sell was Robert M. White II, who last year sold The Mexico (Mo.) Ledger [evening, circulation 11,027], to Thomson Newspapers Inc. He is a former director and treasurer of ANPA and former president of Sigma Delta Chi.)

BY SUZANNE G. MILLHOLLAND

My father bought the Hickory Daily Record in the fall of 1929, moving his family south after owning a couple of papers in Indiana. He was a journalist through and through, so newspapering was his life. We seem to have inherited this love of our newspaper—it runs in our veins.

After buying the Hickory paper, he put his heart and soul into making it the very best in Hickory, in Catawba County and outstanding in North Carolina. The Daily Record quickly began to grow under his direction, and he bought land in downtown Hickory, building a home for the newspaper in 1935-36. Later, he added to it in 1953 and 1965.

We have, of course, been plagued by buyers over the years—particularly after many papers around the country and also in North Carolina started selling to chains for various reasons, many times when estates had to be settled. My father did toy with the idea after my sister was killed in a tragic auto accident. His reason was, "What's the use?" But this idea was very brief, for his love was his paper.

He also gave a thought to selling as he got older and was not feeling too well. He was concerned about the responsibility he was leaving mother and myself. But he carried on until a few months before his death in July 1969.

Mother and I decided to carry on for Dad as long as we could. Of course, there were (and are) plenty of people making efforts to buy through phone calls, letters and personal contact.

We prospered, and my children were interested in this newspaper. They had worked part-time summers and any other time they could in any phase possible so long as they were helping Granddad. Our son David started full-time shortly before his grandfather died. He had among other jobs helped in the advertising department, so he went there and eventually took over. Now he is director of advertising and mainly in charge of the inserts. Our older son, John, came out of the Army and joined us in the summer of 1971. With his knowledge of computers and electronics in general, he serves us as promotions director. He helped with our conversion to offset and computers in 1972. We have tried to keep up to date with all our equipment, progressing with the times.

Most chains asking us if we're interested get the same, definite, "No, we are not interested."

Family says the Record is not for sale.

Hickory and we as a newspaper have grown so much that now we are having to expand by buying land and building a new building. We haven't room for all our employees and have outgrown our present press. This is an exciting venture—one that was put off as long as possible.

We have coped with everything so far by sticking together and making major decisions as a family unit. We had no one but ourselves to deal with at the time of my father's death and then mother's in July 1985.

The question of whether to sell or hold onto the paper has been a fairly easy one for us all. We've all been interested in the business and taken a firm approach when contacted by potential buyers. Most of the chains and people asking us if we're interested in a change get the same, definite "No, we are not interested." We usually hang up then, but if they keep on we say we'll keep them in mind for the future. We know deep in our hearts that we probably won't need the name, and we give them little hope.

From time to time, we still hear from someone, but not too often any more. Most know we mean what we say and plan to carry on.

No one knows what's down the road, of course, but we hope to stay independent for quite some time. One does not make a fortune, and the hours are long. We have to put all our time and energy into the business—it's a way of life.

Two key words are Devotion and Determination. John's daughter, Maggie, who is 12, says she plans to make her career the Hickory Daily Record. As she says, "Grandma, of course, it's in our blood." ☐

THAT IS THE QUESTION

NEWSPAPERS TELL THEIR DIFFERENT STORIES

BY ROBERT M. WHITE II

The most difficult thing about selling The Mexico Ledger was making myself think about selling.

The paper had been in my family for 110 years—my grandfather bought it in 1876.

I had been editor and publisher and owner about 35 years. I loved every column inch of it.

Through the years, a month seldom passed without letters or phone calls from someone trying to buy it. I wasn't interested. Not at all.

Then slowly, taking far longer than any cold business decision should take, I realized I had to sell.

There were several reasons.

First, my family has always made a point of treating our children alike. Each of my four, after growing up around the Ledger, has worked for other newspapers. My son, now 24, works for the Fort Lauderdale Sun-Sentinel; one daughter is a senior editor of Medical Economics, another strings for the Kansas City Star and Times. My third daughter once worked for the Daily Camera in Boulder, Colo.

Upon my death, the Ledger would go into a trust with the four of them as trustees, any three able to override the fourth. However, estate taxes would force the sale of the paper.

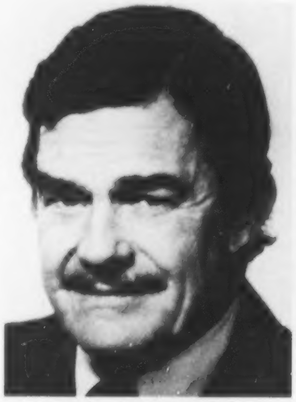
Should I wait and leave the problems of the sale to my children? None had worked on the business side of a newspaper very long.

Further, the 1986 tax-law changes indicated I should sell before '87, when the tax on capital gains would go from 28 to 38 percent.

Next, I had to face the economic facts of life about my wonderful town, Mexico, Mo., and its trade area, "Ledgerland."

Our primary industries are farming with its sobering difficulties and refractories (basic to steel) going through the leaning-down and reorganization typical of most industries in the 1980s.

All in all, however, the key reason for selling was the future of my children. I had enjoyed the wonderful life that comes from 100-percent ownership of a small newspaper—for me, perhaps the almost perfect estate of man.



Robert M. White II

For each of my children, if I didn't sell, there could be the classic wrenching or worse that comes from minority ownership of a family business in its fourth generation. That anguish has happened too often.

So I sold. It was the most painful, agonizing and heartbreaking thing I ever did.

Yet, I knew it was the right thing to do. That conviction makes it acceptable. I sleep well. At least, pretty well.

How did I sell?

Today, there are no individual buyers. Not really. So I reviewed the groups. They long ago made the market and set the prevailing price at so-many-times gross revenue.

In reviewing groups, I was keenly aware of editorials I had written through the years regretting the surging growth of groups and pointing out that executives of group papers look to group headquarters for approval, not solely to their town.

Granted, some group papers are better than some independent papers. All of which is to say some groups are better than others at producing good papers.

In my case, I quickly eliminated some groups and decided to approach a friend high in the pecking order of an excellent group. He was appreciative and helpful but did not make an offer. His company was interested in bigger papers in areas of vigorous growth. I was shocked, frankly. I had assumed all groups would automatically offer me overwhelming reward for the great opportunity I was giving them.

Selling was the most painful, agonizing and heartbreaking thing I ever did.

Before going any further, I went back to square one. Should I get a broker? I decided I would and retained Robert Bolitho. It was a good decision and a good choice. Bob helped me analyze the offers he brought in—and later, with many of the details of the sale.

Among other offers was one from Thomson, a highly successful outfit. At that time, Thomson owned 94 U.S. papers, mostly small dailies. However, I was aware of the company's reputation—some of it good, some of it not good; the not-good mostly dating back to a blistering article written by the editor of an Indiana paper after he was fired. I checked with some former owners of papers Thomson had bought recently. I checked with some employees of those papers.

I did the same sort of checking on other interested groups. I then started negotiating with key Thomson officials. Their offer was not—repeat, not—the highest I received. But I liked what I had learned about them, I liked the fact they specialized in small papers in small towns, I liked their policy of respecting the news-side and dedication to local coverage. I sold to them.

After the sale, I was invited to join Thomson's board of directors. I accepted.

Today, a year later, I find the organization to be better in many ways than I expected and not as good as it could be in very few ways. Overall, it is efficient, hard-working and dedicated to still better newspapers serving their communities still better.

So, I sold. I sold because I had to.

Today, I continue as editor, while my former managing editor is doing a great job as publisher and general manager.

The paper itself is good, very good—in fact, even better, which is as it should be.

Yet, between us, now and then I look back for a moment at that blessing I had for so long—"the almost perfect estate of man." ☐

COURTS

Media-law experts optimistic over nomination of Bork

In sharp contrast to the apprehension greeting last year's nomination of Supreme Court Justice Antonin Scalia, prominent First Amendment attorneys are enthusiastic about Supreme Court nominee Robert H. Bork's opinions strongly supporting a free press.

They are also betting that Bork will eventually be confirmed, perhaps narrowly, after a long and bruising battle on Capitol Hill that could keep him from joining the high court until after it convenes in October.

On July 1, President Reagan nominated the 60-year-old jurist, who now sits on the U.S. Court of Appeals, District of Columbia Circuit, to succeed retiring Justice Lewis F. Powell.

Bork has been branded a "right-wing idealogue" and "neanderthal" by Democratic liberals seeking to prevent his confirmation. But the media attorneys agree that his track record on press issues would be a welcome balance to the harsh press-law views of Scalia [**presstime**, July 1986, p. 62], a conservative who drew relatively little fire during his confirmation hearings.

"He's the best nominee for the press we could have from the Reagan administration," says W. Terry Maguire, ANPA vice president/general counsel.

Attorney Bruce W. Sanford of Washington, D.C., a libel expert, put it this way: "The opinions that he has written himself show a sensitivity to First Amendment matters and a depth of understanding that's very hopeful." In contrast, Scalia "has a clear track record of antipathy toward the First Amendment," said Sanford, counsel for The Society of Professional Journalists, Sigma Delta Chi.

According to a summary of Bork's participation in major media law cases, he has strongly favored press interests in libel and prior restraint cases. But in freedom of information cases, he has almost uniformly sided with government interests against disclosure.

The summary was prepared by The Reporters Committee for Freedom of the Press.

Judge Bork

AP

Executive Director Jane E. Kirtley said no Reagan nominee is likely to be her "perfect candidate," but Bork is better than others whose names surfaced following Powell's retirement. "He's a very outspoken commentator on free speech," she said. "He might be a disaster on FOI, but how many FOI cases go to the Supreme Court anyway? It might be best to get him off the circuit, where he could do more harm."

The most enthusiasm has stemmed from Bork's lengthy concurring opinion in *Ollman v. Evans.*

"It's a ringingly beautiful defense of the First Amendment in the field of libel and opinion," commented Richard M. Schmidt of Washington, D.C., counsel to the American Society of Newspaper Editors.

In that 1984 opinion, the full appeals court affirmed a lower court ruling that allegedly libelous statements in "a scathing article" by syndicated columnists Rowland Evans and Robert Novak about Bertell Ollman, a Marxist professor of political science, were protected commentary.

Scalia's dissenting opinion labeled the column "classic and coolly crafted libel."

Bork's argument was, in part, a conventional defense of the robust political debate that, regardless of inaccuracy or bias, the First Amendment was intended to protect. "In our world, the kind of commentary that [Evans and Novak] have engaged in here is the coin in which controversialists are commonly paid," he wrote.

But in language that Scalia and other conservatives said smacked of judicial activism, Bork wrote that the Ollman case "arouses concern that a freshening stream of libel actions, which often seem as much designed to punish writers and publications as to recover damages for real injuries, may threaten the public and constitutional interest in free, and frequently rough, discussion."

Bork added: "The evidence is mounting that juries do not give adequate attention to limits imposed by the First Amendment and are much more likely than judges to find for the plaintiff in a defamation case. . . . In cases like this, it is the task of the judge in this generation to discern how the framers' values, defined in the context of the world they knew, apply to the world we know. . . . The evolution of doctrine to accomplish that end contravenes no postulate of judicial restraint."

Other important media-related opinions authored by Bork include:

- *Lebron v. Washington Metro. Area Transit Auth.*, in which Bork wrote that the transit authority engaged in unconstitutional prior restraint when it refused to lease display space in a subway station to an artist who wanted to display a poster critical of the Reagan administration.
- *McBride v. Merrell Dow and Pharmaceuticals Inc.*, in which Bork partially affirmed and partially reversed a district judge's dismissal of a medical expert's libel action. He stated: "This case highlights the problems posed by contemporary libel law. . . . Libel suits, if not carefully handled, can threaten journalistic independence."

Yet to be seen is Bork's position on commercial free speech, said Seattle lawyer P. Cameron DeVore, who specializes in such issues and has found no key cases in which Bork has participated.

But on libel and prior restraint issues, Bork "is absolutely right down the line," observed Henry R. Kaufman, general counsel of the Libel Defense Resource Center in New York City.

Given Bork's recent rulings, neither Kaufman nor other media attorneys interviewed by **presstime** are concerned about a 1971 law-review article in which Bork, then a Yale law professor, stated that the First Amendment protects only "speech that is explicitly political."

He has since broadened his view but said, in an interview in Bill Moyers' recently televised series, "In Search of the Constitution," that the charge that he has turned into a First Amendment activist is "nonsensical."

"If you have a threat to a provision in the First Amendment that's rising from a change in the law—and libel law has been changing—I see no reason why it's activist to protect a free press from that change," he told Moyers. A free press is jeopardized by an upsurge in libel cases and awards, just as security from government intrusion in the home is jeopardized by electronic surveillance, he said. "If we confine ourselves to threats that the framers knew about, that document would gradually become meaningless."

When Moyers asked what he thought about becoming when he was young, Bork replied unhesitatingly, "I wanted to be a journalist." —*Mary A. Anderson*

LEGISLATION

Senate tables exemption for fee on newsprint

The Senate July 21 refused to exempt newsprint from a new import fee included in a major trade bill.

Senators voted 69-29 to table an amendment that would have exempted newsprint from the fee, which could be as much as 1 percent of the value of the imported item.

The amendment, sought by ANPA to continue newsprint's 74-year-long duty-free status, was offered by Sen. Thomas A. Daschle (D-S.D.).

"My amendment attempted to reflect the compelling argument made by the newspaper industry that the fee will have an adverse effect on an industry which relies heavily on imported products," Daschle said following the vote.

Sen. Bob Packwood (R-Ore.) offered the motion to table. The ranking Republican on the Senate Finance Committee, Packwood made no statement in doing so.

"We did expect that there were a couple of members of the Finance Commitee, specifically, who had problems with the exemption, and we expected an objection to be raised from that point," said Greg T. Billings, Daschle's legislative director. "But we felt that as long as the objection didn't come from the leadership of the committee, we felt we had a good chance."

Three senators—Bill Bradley (D-N.J.), John D. Rockefeller IV (D-W.Va.) and John Heinz (R-Pa.)— spoke against the amendment, arguing that it would open the bill up to a series of special exemptions.

ANPA Executive Vice President Jerry W. Friedheim expressed regret that the Senate technically sidestepped the issue by voting on a tabling motion rather than on the amendment itself. "It's disappointing that the Senate chose not to face the issue that an import fee on newsprint, however small, is neither economically necessary nor constitutionally wise," he said. "Many senators had responded positively in discussions with newspaper executives from throughout the country. Had Sen. Packwood not moved to table the Daschle amendment, we believe it would have passed."

Friedheim said the Association will "seek other avenues to point out that in a free society the government should not make even a modest beginning toward economic leverage over and taxation of the chief raw material of a free press. It is for good reason that we have duty-free newsprint; and while an import 'fee' may be thought by some not to be a 'tariff' or a 'duty,' it looks and smells much the same."

Revenue from the import fee would fund an assistance program for workers displaced because of imports. ANPA argued that newspapers' importation of newsprint does not dislocate U.S. workers because U.S. newspapers already purchase all of the domestic newsprint produced.

Under the Senate bill, the tax level would be set by the President based on the estimated cost of that assistance program, not to exceed 1 percent. The tax would take effect 30 days after the President reaches an agreement under the General Agreement on Trade and Tariff allowing such a fee to be imposed, or two years after enactment of the bill if an agreement is not reached.

The Senate bill now goes to a House-Senate conference committee to be reconciled with the trade bill passed earlier by the House. That bill provides the President with the authority to negotiate an import fee.

The future of the trade package is unclear. A veto has been threatened by the Reagan administration, which opposes certain aspects of the Senate bill, including a plant-closing provision. (See story, p. 51.)

Senators voting to table the ANPA-supported amendment:

Adams (D-Wash.), Armstrong (R-Colo.), Baucus (D-Mont.), Biden (D-Del.), Bingaman (D-N.M.), Bond (R-Mo.), Boschwitz (R-Minn.), Bradley (D-N.J.), Burdick (D-N.D.), Byrd (D-W.Va.), Chafee (R-R.I.), Cochran (R-Miss.), Cohen (R-Maine), Cranston (D-Calif.), D'Amato (R-N.Y.), Danforth (R-Mo.), Dodd (D-Conn.), Dole (R-Kan.), Domenici (R-N.M.), Durenberger (R-Minn.), Evans (R-Wash.), Exon (D-Neb.), Ford (D-Ky.), Fowler (D-Ga.), Garn (R-Utah), Glenn (D-Ohio), Graham (D-Fla.), Gramm (R-Texas), Grassley (R-Iowa), Harkin (D-Iowa), Hatch (R-Utah), Hatfield (R-Ore.), Hecht (R-Nev.), Heinz (R-Pa.), Helms (R-N.C.), Hollings (D-S.C.), Humphrey (R-N.H.), Karnes (R-Neb.), Kasten (R-Wis.), Kennedy (D-Mass.), Lautenberg (D-N.J.), Levin (D-Mich.), Lugar (R-Ind.), McCain (R-Ariz.), McClure (R-Idaho), McConnell (R-Ky.), Metzenbaum (D-Ohio), Mikulski (D-Md.), Mitchell (D-Maine), Murkowski (R-Alaska), Nunn (D-Ga.), Packwood (R-Ore.), Proxmire (D-Wis.), Reid (D-Nev.), Riegle (D-Mich.), Rockefeller (D-W.Va.), Rudman (R-N.H.), Shelby (D-Ala.), Simpson (R-Wyo.), Stafford (R-Vt.), Stevens (R-Alaska), Symms (R-Idaho), Thurmond (R-S.C.), Trible (R-Va.), Wallop (R-Wyo.), Warner (R-Va.), Weicker (R-Conn.), Wilson (R-Calif.) and Wirth (D-Colo.).

Senators voting against tabling the amendment:

Bentsen (D-Texas), Boren (D-Okla.), Breaux (D-La.), Bumpers (D-Ark.), Chiles (D-Fla.), Conrad (D-N.D.), Daschle (D-S.D.), DeConcini (D-Ariz.), Dixon (D-Ill.), Heflin (D-Ala.), Inouye (D-Hawaii), Johnston (D-La.), Kassebaum (R-Kan.), Kerry (D-Mass.), Leahy (D-Vt.), Matsunaga (D-Hawaii), Melcher (D-Mont.), Moynihan (D-N.Y.), Nickles (R-Okla.), Pell (D-R.I.), Pressler (R-S.D.), Pryor (D-Ark.), Quayle (R-Ind.), Roth (R-Del.), Sanford (D-N.C.), Sarbanes (D-Md.), Sasser (D-Tenn.), Specter (R-Pa.) and Stennis (D-Miss.). □

COURTS

ANPA to urge court review of Salinger case

ANPA will file a friend-of-the-court brief in support of Random House Inc. and author Ian Hamilton in their petition for U.S. Supreme Court review of an injunction against publication of a biography of J.D. Salinger.

The injunction, issued by the 2nd U.S. Circuit Court of Appeals in *Salinger v. Random House and Hamilton*, holds that unpublished works—such as Salinger's letters quoted or paraphrased in the Hamilton biography—are not covered by the fair-use defense under the Copyright Act.

"The case, if accepted and affirmed, could significantly restrict the ability of reporters to gather and report the news," said ANPA Executive Vice President Jerry W. Friedheim.

W. Terry Maguire, ANPA vice president/general counsel, said the basic issue is "the extent to which unpublished materials can be used by the media without securing prior consent." He said it would be particularly applicable to newspapers that run across letters and other unpublished materials in the course of story research. □

COURT BRIEFS

- The New York Court of Appeals ruled 4-3 that the state's **shield law** does not protect non-confidential material from disclosure.

The ruling resulted from a subpoena for outtakes from an Albany, N.Y., television station. Attorneys for Knight-Ridder Inc., the station's owner, are considering whether to ask for a rehearing.

- Ninety-six former carriers for the St. Louis Globe-Democrat are seeking $83.4 million in damages through a newly filed **antitrust suit**. The plaintiffs allege a conspiracy between Pulitzer Publishing Co. and Herald Co., a Newhouse subsidiary that published the now-defunct Globe-Democrat under a joint operating arrangement.

Media act to head off tax-deductibility limit

ANPA and other media and advertising groups are opposing efforts to limit the tax deductibility of advertising expenses as a way of raising revenue to meet federal budget targets.

The idea surfaced in a document prepared for the House Ways and Means Committee by its staff and the staff of the House-Senate Joint Committee on Taxation. The idea of limiting the deductibility of advertising expenses was also raised last year by the Treasury Department when the Senate was considering tax revision legislation.

The House committee document, describing "possible options" to increase revenues, proposed three with regard to advertising expense deductibility:

- Requiring that 20 percent of advertising costs be amortized over a four-year period, rather than being fully deductible in the tax year in which they are incurred
- Denying deduction for 20 percent of corporate advertising costs and amortizing the remainder over two years for firms with more than $5 million in gross receipts
- Denying any deduction for advertising for, or promotion of, alcohol and/or tobacco products.

At a Ways and Means Committee hearing July 7, representatives of the Magazine Publishers Association, the National Association of Broadcasters, the Association of National Advertisers and the American Association of Advertising Agencies spoke against the proposal.

ANPA endorsed the MPA testimony and submitted a separate statement to the committee. "Discrimination against advertising among the many costs of doing business would be unwise public policy," ANPA said. "Government action which discourages speech, including commercial speech, is contrary to sound basic concepts in our society." The same statement was submitted to the Senate Finance Committee, which conducted hearings July 15-17. Media and advertising groups were represented by the American Advertising Federation. □

ANPA, ASNE oppose ideology as reason to deny visas

ANPA and the American Society of Newspaper Editors have urged Congress to eliminate ideology as a basis for denying visas or deporting aliens.

"America's principal editors and publishers have serious First Amendment concerns with the nation's immigration laws and their implementation," said Edward W. Seaton, editor and publisher of The Manhattan (Kan.) Mercury, in testimony submitted to the House Judiciary Subcommittee on Immigration, Refugees and International Law. "We believe aliens should be able to enter the United States or remain here regardless of their beliefs, associations or what they may say."

He suggested that legislation be enacted guaranteeing that aliens cannot be denied entry or expelled based on grounds that "would be protected by the First Amendment if they were citizens."

The issue gained prominence last fall when a Colombian journalist, Patricia Lara, was denied entry into the United States [**presstime**, April 1987, p. 45].

The subcommittee is considering HR 1119, sponsored by Rep. Barney Frank (D-Mass.), which would revise and narrow the grounds under which visas can be denied and aliens can be deported. The Newspaper Guild has endorsed the bill.

A bill has been introduced in the Senate to address the same issue [**presstime**, Feb. 1987, p. 40]. □

REGULATIONS

Test focuses on carcinogenic impact of treated oil

An oil refining company has developed a test to predict the potential of treated oil to cause skin cancer. And it appears to cast doubt on the federal government's interpretation of how oils used to manufacture printing inks should be treated to ensure they are non-carcinogenic.

But the Occupational Safety and Health Administration said it does not plan to change its policy.

Sun Refining & Marketing Co. of Philadelphia said its new test is simple and inexpensive. The company said the test predicts whether treated petroleum oil will pass animal skin cancer tests.

According to a company official, Sun tested the treated oil it sells to ink manufacturers and it passed the test. That oil is refined from crude oil from the Texas-Louisiana Gulf Coast.

However, when Sun tested samples of treated oil from other crude oil sources, they failed, said Norman R. Klingerman, manager of transportation, planning and pricing. "We believe that the OSHA standard alone does not ensure non-carcinogenicity."

The issue of treating oil used in the manufacture of printing ink arose in 1985, prior to implementation of OSHA's "hazard communication" standard. At that time, ink manufacturers stopped using untreated oil and went to treated oil in order to avoid having to label their products as a cancer hazard.

In interpreting the hazard communication standard as it relates to oil, OSHA has said oil that is only "mildly hydrotreated"—that is, hydrotreated at a pressure of 800 pounds per square inch or less, at temperatures up to 800 degrees Fahrenheit—must be labeled as carcinogenic.

According to Klingerman, the Sun test results show that "you just can't set a standard on hydrotreating pressure."

Sun has identified a list of about a dozen other "operating variables," leading with the type of crude oil used. In addition to the crude oil from the Gulf of Mexico, crude oil used in the manufacturing of printing ink also comes from California, South America and Africa, he said.

Klingerman said the only "true test" to determine the carcinogenicity of an oil is a "dermal bioassay test" in which mice are painted with the oil. However, he said, it takes two to three years to get results from this type of test, which costs close to $50,000. The new Sun-developed test is "a good correlator to the results that you get from dermal bioassay work," he said. "We are saying that this predictor test can give you a good idea as to whether that oil is safe or not."

The test is composed of "two simple laboratory tests," Klingerman said. One evaluates the viscosity of the oil. The other, a standard test of the federal Food and Drug Administration, determines how well the oil is "cleaned." These tests take only a couple of hours and cost only a "few hundred dollars" to conduct, he said.

A paper describing the Sun test will be published in the November issue of the American Industrial Hygiene Association Journal. □

ANPA says USPS has not shown detached-label 'efficiencies'

ANPA has fired yet another volley in its battle against what it regards as excessively cheap rates for third-class detached-label mail.

The Association took dead aim at the U.S. Postal Service's claim that the labels, delivered with third-class materials or "flats" as a single piece, save enough money to justify getting nearly a free ride.

"No study has been produced that documents and quantifies these alleged efficiencies," ANPA said in testimony submitted to the Postal Rate Commission. "Thus, the only justification offered by the Postal Service for the treatment of the detached card and the flat as a single mail piece is unsubstantiated."

The "common sense" position was outlined in testimony prepared for ANPA by economist Sharon L. Chown of Cambridge, Mass. The comments were filed as part of the Association's pending complaint to the rate commission about detached-label policies.

At the heart of the ANPA complaint is the definition of the term "piece of mail." The Association has asked for a clarification [**presstime**, Jan. 1987, p. 48].

"Without a consistent and workable definition . . . for rate purposes," Chown said, "there exists the potential for arbitrary and inequitable classification rulings and regulations, such as the one that permits detached cards and their accompanying flats to travel in the mailstream for one per-piece rate."

She suggested a definition establishing this test for a piece of mail: The item is handled individually by any postal worker during any stage of mail processing, transportation or delivery. □

Association supports 'plus' issue proposal

ANPA has suggested that the Postal Rate Commission adopt one of its own suggestions. It concerns implementing rules for "plus" issues—the term used by postal authorities for total-market-coverage programs mailed via second-class.

The commission's proposal is to limit the number of non-subscriber copies mailed second-class to the number of subscriber copies delivered via that mail category. The intent is to limit use of second-class for TMC [**presstime**, July 1987, p. 58].

While ANPA disagrees with that purpose, it said the proposal in question would apply evenly to all publications, unlike some earlier proposals that the Association said discriminated against daily newspapers.

The Association said the proposed new rule is a "marked improvement over the existing regulatory scheme, touching neither too much nor too little."

It asked the commission to discard an existing Domestic Mail Classification Schedule rule and to urge the Postal Service to repeal certain sections of the Domestic Mail Manual, replacing them all "with this simple and understandable rule."

The rate commission's decision will be a challenge not only because of the complexity of the issue, but also because mailers disagree widely on the matter. □

House votes full funding

The U.S. House of Representatives voted to appropriate enough postal funding for the 1988 fiscal year to keep in-county, second-class rates at current levels.

The House voted to allocate $517 million for "preferred mail," including newspapers mailed within the county of publication.

The Senate had not acted by late July. But observers said chances were good that it also would vote to hold rates steady [**presstime**, Nov. 1986, p. 55]. □

New contracts set for Canada, U.S. workers

Canada Post and the Canada Letter Carriers Union settled on a new, 31-month contract July 4 that ended a "rotating" strike in larger mail centers.

Union members were expected to ratify the agreement early this month, partly because the union was considered to have won the most ground in negotiations [**presstime**, July 1987, p. 58].

Meanwhile, the U.S. Postal Service and its two largest employee unions July 21 announced agreement on a new, 40-month contract. Workers will receive pay increases of between $1,700 and $1,866 over the life of the contract, which must be ratified by the rank-and-file union members. □

Simmons shows readership up on Sundays

Simmons Market Research Bureau Inc. has completed its 1987 Newspaper ratings survey of the top 50 markets, and Scarborough Research Corp. was expected to have its survey finished in late July.

The Simmons study indicates that readership of Sunday newspapers is up substantially since the last syndicated study in 1985, but weekday readership of daily newspapers is down slightly, said L. Kay Schultz, director of the firm's subsidiary, Simmons Major Market Research Inc.

However, Schultz cautioned that exact comparisons cannot be made because the markets and newspapers surveyed differed slightly in the two studies.

Simmons found that 72.3 percent of all adults surveyed this year said they read a Sunday newspaper, compared with 69.7 percent in 1985.

Just over two-thirds (67.1 percent) of adults said they read a newspaper on an "average weekday." The 1985 study had found 68.4 percent were weekday readers.

The new Simmons survey also found that management, professional and more affluent adults read newspapers more than the average.

The study classified those surveyed into "newspaper imperative" or "television imperative" people, depending on whether they relied more on newspapers or TV for various types of information. Those with higher educations and incomes were more "newspaper imperative" than the average adult. For example, 44 percent of college graduates were newspaper imperative and 22.6 percent were television imperative. Of those with household incomes of $75,000 or more per year, 43.2 percent were newspaper imperative and 22.1 percent were television imperative.

The Simmons study was based on data for 123 U.S. daily newspapers and 93 Sunday newspapers in 56 major markets, including the top 50 Areas of Dominant Influence, or ADI. Simmons signed up 125 ad agencies as clients for the information.

Scarborough had 81 ad-agency clients and 98 newspaper clients as of July 21, said Jeffrey W. Rodgers, vice president/newspapers and marketing. Its study covers the top 50 ADI plus Des Moines.

After conducting separate studies for several years, the two firms in 1985 made a joint study. Then they discontinued the combined effort [**presstime**, June 1987, p. 90]. The new studies are the first for each since then. □

Newspaper to appeal fine over photo chemical disposal

The Tacoma (Wash.) News Tribune plans to appeal a $6,000 fine assessed against it by the state for discharging photographic processing waste into the local sewer system.

The fine resulted from an inspection of the newspaper plant last October by Washington state's Department of Ecology. In May, the department notified the newspaper that it was being fined for illegally disposing "extremely hazardous waste" into the sanitary sewer system.

The newspaper's attorney questioned the state's inspection methods. Department of Ecology personnel insisted that test samples be taken as the waste came from the processors, said Steven V. Robinson. "It was always our understanding that the tests were going to be done at point of discharge" into the sanitary sewer system, he said. At that point, the waste would have mixed with other waste water and diluted.

Robinson said the newspaper also is "confused as to why the News Tribune was singled out." The newspaper plans to file an appeal this month with the Pollution Control Hearings Board, the attorney said.

Lately, Robinson reported, the paper has been putting photographic waste in containers for disposal.

Richard W. Neergaard, ANPA manager/environmental services, said he believes the state misapplied its solid-waste regulations in the case.

The U.S. Environmental Protection Agency and environmental agencies in some other states long have considered photographic processing wastes to be an "industrial liquid waste discharge," not a solid waste, he said.

Neergaard said he believes photographic waste should be excluded from Washington's "dangerous waste regulations" under a section that exempts industrial waste-water discharges subject to regulation under the federal Clean Water Act. Photographic processing waste is subject to regulation under that law, he said.

As recently as 1986, Neergaard said, the federal EPA determined that the "volume and relative toxicity" of newspaper waste "is not significant enough in terms of the total waste stream going to sewage treatment plants" to require pretreating.

Large photo processing operations are required to pretreat their waste, and newspapers technically could come under these rules, Neergaard said. But federal rules exempt operations that process less than 1,600 square feet of film a day. Neergaard said he knows of no U.S. newspaper processing that volume of film on a daily basis.

Clark G. Haberman, regional manager for the state Department of Ecology, said he believes the enforcement action is correct within the state's regulations. "The states always can choose to be more stringent" than the federal government, he said.

In response to the Tacoma case, Allied Daily Newspapers—a regional newspaper association in the Pacific Northwest—recently held a one-day seminar for its member newspapers from Washington state. Speakers included manufacturers of waste treatment equipment and representatives of toxic waste disposal operations.

Allied Executive Director Paul R. Conrad said he has recommended that newspapers confer with local sewage authorities as to whether they want newspapers to pretreat photographic waste.

ANPA's Neergaard said although the step is not required, he encourages newspapers to process their photographic waste through a silver-recovery system. It can save the newspaper money while decreasing the treatment burden for the local sewage treatment facility, he said. ☐

Some newspapers routinely release photo waste down the drain.

Some states don't apply sales tax to postage portion of subscription costs

Does a state's sales tax apply to the postal costs included in the price of a mailed subscription?

State press associations are getting different answers from state tax authorities.

The Kentucky Tax Policy Division told the Kentucky Press Association that the state's sales and use tax does not apply to postal costs for mailed subscriptions. A similar response was obtained by the North Carolina Press Association from that state's Department of Revenue.

However, when the Georgia Press Association made a similar inquiry to the Georgia Department of Revenue, Commissioner Marcus Collins replied that the sales tax is owed on the full amount of the subscription because the department has no authority to allow newspapers to separate out postal costs. According to GPA General Counsel David E. Hudson, Collins said the department would consider information on how other states handle the matter.

KPA Executive Director David T. Thompson said a discussion at the Newspaper Association Managers' annual legislative conference last December at ANPA headquarters in Reston, Va., prompted him to pose the question to state revenue officials. For some newspapers, postal costs can account for as much as 60 percent of the subscription price, he said. ☐

Open records challenge withdrawn in California

Following a court ruling granting the San Jose Mercury News access to records of California's Fair Political Practices Commission, a legislator withdrew a bill, which had been vigorously opposed by the press, to exempt the FPPC from the state's open records law.

The FPPC requested the exemption after the Mercury News filed suit to gain access to certain records. Superior Court Judge William Lally ruled in favor of the newspaper on most of the records it sought.

Assemblyman Elihu Harris then took his bill from the agenda of the Senate Governmental Organization Committee, saying he wanted to study the matter further. ☐

Media persist in opposing Florida ad sales tax

The Florida Supreme Court's advisory opinion on the state's 5-percent sales tax on advertising—that it is "facially constitutional"—has not deterred media and advertising organizations from going ahead with plans to keep fighting the levy in court.

The advisory opinion was approved 4-1, with two abstentions. The dissenter said "the tax on advertising represents an unconstitutional restraint on free speech." The two justices who abstained expressed reservations that advisory opinions erode the doctrine of separation of powers.

"In our view, it wasn't a strong opinion at all," said Richard D. Shelton, executive director of the Florida Press Association. "It simply said on the surface that the court felt that the sales tax in general was constitutional. It almost seemed to invite specific litigation."

The primary impact of the opinion is on Gov. Robert Martinez, who wanted a favorable opinion as an endorsement before implementing the new tax-collection procedures [**presstime**, July 1987, p. 60].

Attorneys for various newspapers and the FPA will work on a unified action challenging the tax based on First Amendment and interstate commerce grounds, Shelton said.

The Florida Bar already has filed two suits against the measure, and they will be heard in September.

Also under way is a referendum drive to repeal the tax. Initiated by a group called Stop Taxes Oppressing People, or STOP, the campaign needs nearly 350,000 signatures by August 1988 to qualify for the ballot.

In other recent actions to protest the new tax, a number of media organizations have joined those deciding to move future conferences out of the state. New additions include the Inland Daily Press Association, the Association of Newspaper Classified Advertising Managers, the International Newspaper Advertising and Marketing Executives, the National Newspaper Association and the National Newspaper Publishers' Association.

ANCAM had planned to hold its 1988 conference in Fort Lauderdale, and Inland had planned its 1989 winter conference for Tarpon Springs. INAME officials had been close to signing contracts for future meetings in Orlando. NNA canceled its 1989 convention in Orlando. NNPA, representing the black press, had scheduled its next mid-winter workshop in Miami.

Advertising blackouts also have become a regular occurrence during broadcasts. By mid-July, 36 national advertisers had eliminated or reduced their volume of advertising in Florida.

In many cases, the FPA's Shelton said, the time remains paid by the advertiser—but instead of a commercial message, a message protesting the advertising tax is aired.

Some advertisers have canceled contracts with newspapers, he said, but the amount of revenue lost thus far is unknown. □

County attempts VDT regulation

A local government on Long Island, N.Y., has approved a bill regulating the use of video display terminals for the first time in the private sector.

However, on July 22, Suffolk County Executive Michael LoGrande vetoed the bill. The county legislature has until Aug. 11 to attempt to override the veto.

The bill applies to all employers using 20 or more VDTs.

Among other things, the legislation requires that employees who operate a terminal more than 26 hours a week get a 15-minute break for alternate work every three hours. It also sets work-station standards for equipment purchased after Jan. 1, 1989.

The bill was passed by the county legislature June 23 by a 13-2 vote, with three abstentions. Twelve votes would be needed to override LoGrande's veto.

Representatives from Newsday, ANPA and the Washington, D.C.-based Center for Office Technology testified in opposition to the bill at legislative hearings. After passage, they urged LoGrande to veto it.

Newsday Vice President Alberto Ibargüen said the legislation was unnecessary and "mandates artificial work rules and working conditions."

ANPA Manager/Environmental Services Richard W. Neergaard said it could be "counterproductive to the goal of improving the VDT workplace."

Supporters of the bill included the Communications Workers of America.

The Center for Office Technology reports that VDT legislation in some form is under consideration by four state governments—in California, New York, Ohio and Pennsylvania. □

Newspapers exempt from telemarketing curbs in Florida

Newspapers are exempt from a new Florida law restricting telemarketing. The law, which takes effect Oct. 1, is the first of its kind in the United States.

It prohibits sales calls to consumers who add the line "no sales solicitation calls" after their names in the telephone directory. It also prohibits sales calls to people whose telephone numbers are unlisted at their request. Each violation carries a $10,000 fine.

According to Richard D. Shelton, executive director of the Florida Press Association, newspapers sought the exemption because, with Florida's highly transient population, they regularly solicit new residents whose numbers are not yet in directories. The newspapers therefore would be at risk of inadvertently calling people who had requested unlisted numbers. "In effect, it would have put newspaper sales out of business," he said.

The law covers sales calls for tangible personal property, time-share real estate ventures and cemetery plots. Newspapers are the only items exempt from the tangible-personal-property category. "They were exempted based on the unique circumstances and the concerns for free circulation of newspapers," said Shelton.

According to the Direct Marketing Association, similar bills, sometimes called "asterisk" bills because consumers could indicate their desire not to receive sales calls by an asterisk next to their directory listing, are pending in legislatures in Illinois, New Jersey and New York [**presstime**, May 1986, p. 66]. DMA said it maintains a list of consumers who do not want sales calls and makes that available to telemarketers. □

Friedheim to become NAM president

Jerry W. Friedheim will assume the presidency of the Newspaper Association Managers at the group's convention Aug. 9-13 at the Tamarron Resort in Durango, Colo.

Friedheim, ANPA executive vice president and currently NAM vice president, will succeed Edwin W. Tucker, general manager and executive secretary of the New Jersey Press Association.

About 55 members and their families are expected to attend the 64th annual convention, which will include presentations on promotion, publications, financial planning, newspaper production, and people management. □

Eagle-Beacon says readers helped free jailed journalist

A Kansas newspaper claims a letter-writing campaign by its readers has helped gain the release of an imprisoned Taiwanese journalist.

The Wichita Eagle-Beacon had urged its readers to write to Chiang Ching-kuo, president of the Republic of China (Taiwan), on behalf of journalist Huang Hua.

"I am convinced that they helped a great deal," said George Neavoll, editor of the editorial pages, who spearheaded the effort through his columns and editorials.

"Readers are just so great about writing," he said. "It is very heartening to see them respond in this way for someone they don't know . . . and have little likelihood of seeing."

Huang, 47, who was released May 30, had spent more than 21 years as a political prisoner. Five other prisoners, including two other journalists, were also released.

According to Neavoll, Huang is the fourth political prisoner to be the beneficiary of an Eagle-Beacon reader campaign. Readers also wrote on behalf of journalists in Paraguay and Uruguay, and the general secretary of the Presbyterian Church in Taiwan. All three were subsequently released [**presstime**, April 1983, p. 18].

The newspaper currently is championing the cause of Luis Rodriquez Rodriquez and Guillermo Rivas Porta, identified by Neavoll as "reportedly the last two journalists remaining in Cuban prisons." ☐

WORLD PRESS NOTES

- The government of Singapore July 13 lifted its **restriction on circulation** of the Asian edition of Time magazine, but limits on the circulation of The Asian Wall Street Journal remain [**presstime**, July 1987, p. 58].

The Singapore High Court is expected to hold a hearing in mid-August on the newspaper's motion to quash the government order restricting Journal circulation to 400 copies a day.

- The restriction on Time magazine was ended less than a week after a **delegation from the World Press Freedom Committee** called upon officials of the Singapore government to request that the limitations be removed and that the law permitting the government to restrict the sale and distribution of foreign publications be repealed.

The WPFC mission was the first conducted with the cooperation of the Fund Against Censorship, established earlier this year at the urging of an international conference of journalists in London [**presstime**, May 1987, p. 66].

- With the United States casting the only negative vote, the United Nation's 70-nation Committee on Information adopted a resolution that calls for establishment of a **"new world information and communication order."** Thirteen other free-press nations abstained.

The resolution was adopted after the United States and Great Britain had opposed an earlier resolution that also advocated the so-called NWICO but in other respects was generally more favorable to free-press concerns.

- A **handbook for African journalists** has been published by the WPFC. The 132-page book was written by 15 African journalists and journalism teachers. Initially, 1,500 copies will be distributed in English-speaking parts of Africa by Callix Udofia, a former professor of communications in Nigeria, who served as coordinator and co-editor for the project.

George Beebe, former director of the WPFC assistance program, was the other co-editor. Beebe retired from his WPFC position June 30 and was succeeded by Malcolm F. Mallette, who retired that date as director of development of the American Press Institute in Reston, Va.

- The 15th **Management & Marketing Symposium** of the International Federation of Newspaper Publishers will be Oct. 22-23 in Madrid, Spain. Executives of ANPA-member newspapers who wish to attend may obtain application forms from Martin Casey, ANPA manager/government and international affairs, at The Newspaper Center in Reston, Va.

- A group calling itself The Committee of Journalists to Free Terry Anderson has been formed to **work for the release of kidnapped journalists** Anderson and Charles Glass in Lebanon.

Southam Syndicate, Scripps news service will cooperate

Canada's fledging Southam Syndicate is scheduled to sign a contract Sept. 1 with Scripps Howard News Service whereby the organizations will distribute each other's news and features, said the syndicate's sales manager Valerie Carter.

The move is the latest in a series of growth moves by the syndicate, which was formed Jan. 1 by the Southam News division of Toronto-based Southam Inc. "We have a very aggressive program," Carter said. "We are planning on developing relations with other American syndicates."

The syndicate was established to market the Southam News wire service offering news, features and graphics. It plans to add columns and editorial cartoons.

It is already the Canadian distributor for The Washington Post Writers Group.

Southam News is well-established in Canada, with about 24 large dailies subscribing to it, Carter said. U.S. clients include The Miami Herald and other Knight-Ridder newspapers and The New York Times, she said. ☐

Faulk buys features service

Words by Wire, a syndicated news service that supplies light or "offbeat" features to about 40 newspapers, has been acquired by Faulk International of New York City. Purchase price was not disclosed.

The news service was founded in Washington, D.C., three and a half years ago by Laura Bernstein, who remains as publisher, and Francis Combs.

W. Gilbert Faulk Jr., president of Faulk International, is a former vice president at Dow Jones & Co. and played a role in the start of the Dow Jones News/Retrieval Service. ☐

Sylvia Porter joins L.A. Times Syndicate

Sylvia Porter has transferred her financial column to the Los Angeles Times Syndicate from Universal Press Syndicate, effective Aug. 1.

The column, "Your Money's Worth," runs three times a week and is in its 40th year. Porter is the author of several books on personal finance and is editor-in-chief of Sylvia Porter's Personal Finance magazine. ☐

Copy editor-reporter job switching offers valuable insights into editorial process

If a reporter believes a copy editor consistently mangles his or her precious prose, and if a copy editor believes reporters are universally illiterate, what happens when they switch assignments?

It's an education, for sure, according to copy editors and reporters who have done just that, temporarily, at The Hartford Courant (morning, circulation 221,962).

Executives there believe the Courant is the only newspaper in the United States that has a regular, compulsory program of switching assignments between reporters and copy desk editors. The program began several years ago, and the exchanges normally last a month.

Copy editor Marjorie K. Ruschau said it was something of a shock at first when she moved from the copy desk to the education reporter's beat. "I did not know this ahead of time, but the board of education was very antagonistic to reporters," Ruschau said. "They were not very nice at all. When you're a reporter, you've got to have that iron skin. I don't like bothering people, and when you're a reporter you always have to bother people constantly."

Being a copy editor has its frustrations, too [**presstime**, May 1987, p. 71]. John Hyland, who switched with Ruschau, said of his month on the copy desk: "It took some getting used to, just to sit for eight hours and read other people's copy. One of your first impulses is to change the copy to suit yourself, but I had to remember how upset I got when this was done to me."

Ruschau (left) and Megan watch Hyland work on a story at The Hartford Courant.

Another reporter, Kathleen A. Megan, had similar concerns before moving to the desk. She was "really worried about messing up a reporter's copy" and "concerned it would be difficult sitting at a tube eight hours a day. I was used to talking on the phone and running all day long."

But the copy desk "actually turned out to be a lot of fun and interesting," she said. "The most fun part was writing headlines. It seemed like a video word game."

Megan said it also was an experience for her to be challenging reporters about their information.

"I remember how one day I asked some questions that I thought were really reasonable," she said. "The reporter just kind of glared at me, and I suddenly realized what happens. I learned how to ask questions diplomatically. The reporter thinks he's done with the story once he writes it, and all of a sudden somebody is asking all these questions."

Megan said her replacement, David P. Wakefield Jr., was initially perplexed at covering the "social sciences beat." "The thing that bothered him at first was the uncertainty," she said. "The beat is not a breaking kind of beat. It drove him crazy because it takes a while to develop stories like that."

A one-time police and government reporter, Wakefield said going back to reporting for a brief spell "was certainly a refresher course, certainly a lesson to me."

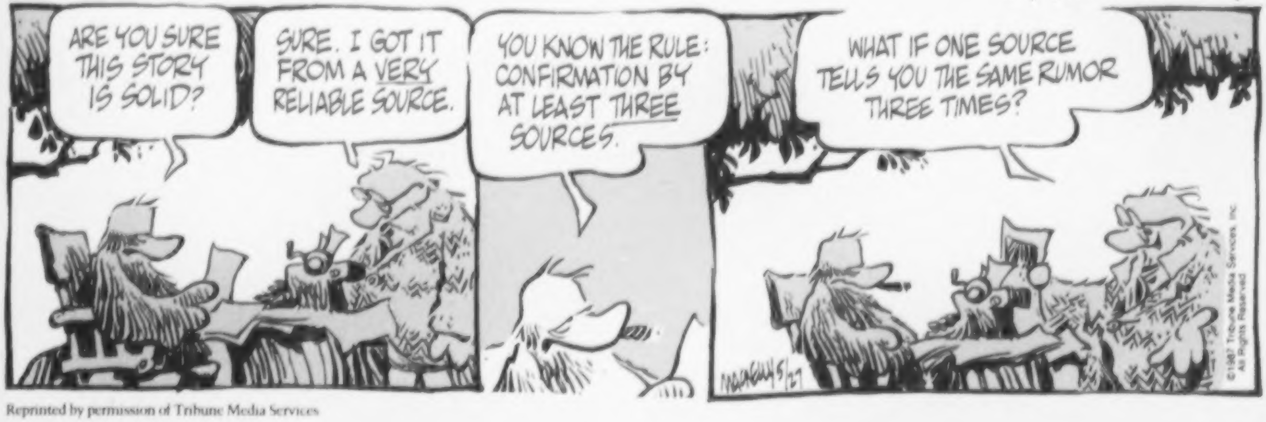
Michael G. Prager, an assistant news editor, had the same kind of reaction when he took a turn as a reporter. He and a colleague wrapped up a special project on Friday, and Prager assumed that was that. But he got a phone call at home Friday night from an editor, and he and the other reporter spent four hours Saturday morning doing additional work on the story.

"I was reminded what it was like having a story go through three or four editing levels before it even got to the copy desk," Prager said. "It reminded me of how frustrating it can be."

Copy editor Ruschau said one of her colleagues liked his reporting stint so much he became a bureau chief. Conversely, one reporter became a permanent copy editor.

But she said the great majority breathe a sigh of relief when the temporary switch comes to an end. —*Gene Goltz*

'Shoe' **By Jeff MacNelly**


ARE YOU SURE THIS STORY IS SOLID?
SURE. I GOT IT FROM A VERY RELIABLE SOURCE.
YOU KNOW THE RULE: CONFIRMATION BY AT LEAST THREE SOURCES.
WHAT IF ONE SOURCE TELLS YOU THE SAME RUMOR THREE TIMES?
MacNELLY 5/27
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NAB predicts stronger ad growth in '87

Based on U.S. daily newspapers' strong performance thus far this year, the president of the Newspaper Advertising Bureau predicted growth will exceed his January forecast in two of three newspaper advertising categories.

At a July meeting of the International Newspaper Advertising and Marketing Executives, Craig C. Standen estimated expenditures for retail advertising in U.S. dailies will increase 8 percent in 1987, not 7 percent as he had previously predicted [**presstime**, March 1987, p. 54]. Classified expenditures will be up 12 percent, not 8 percent, he added.

But Standen predicted that national advertising will grow only 3 percent instead of the 5-percent gain he had foreseen earlier.

He told the INAME gathering in San Diego that ad expenditures as a whole will rise 8 percent, not 7 percent.

Robert J. Coen, senior vice president and director of forecasting at McCann-Erickson Worldwide, also has revised his 1987 ad spending forecast. Expenditures in all media will rise 7.5 percent, not the 7.6 percent he predicted last December [**presstime**, Jan. 1987, p. 6].

Coen now projects local (retail and classified combined) advertising expenditures in newspapers will rise 9 percent, up from the 7-percent rise for retail and 8 percent for classified he had predicted earlier.

But like Standen, Coen said he expects national ad expenditures to be less than previously thought—3 percent, not 4.5 percent. Newspapers are experiencing problems in this category because of a decline in orders from cigarette, liquor and computer marketers, he said.

Other advertisers have intensified cost-cutting efforts, Coen said, with some of them shifting from full-run to partial-run schedules.

In a separate report released in late July, NAB said that during the first four months of the year retail ad expenditures in U.S. dailies rose 9.2 percent from the same period in 1986, to an estimated $4.602 billion; classified was up 15.8 percent to $3.385 billion; and national increased 2.4 percent to $1.132 billion.

Overall, ad expenditures for the period increased 10.6 percent to $9.119 billion. □

Knauer, ANPA discuss issues

President Reagan's special adviser for consumer affairs met July 21 with officials of ANPA and ANPA Credit Bureau Inc. and heard about their work in helping newspapers identify fraudulent advertisers.

"If we could have more screening of ads voluntarily, I think we could protect the public in a very substantial way," said Virginia Knauer, following her visit to The Newspaper Center in Reston, Va. Knauer said she was not "threatening" to seek mandatory screening procedures.

The invitation to visit ANPA headquarters came after Knauer criticized newspapers' ad-screening practices in a statement to an advisory committee of the Commodity Futures Trading Commission. The accuracy of Knauer's information subsequently was questioned by several newspaper executives [**presstime**, May 1987, p. 84].

She did not address that subject in her visit to ANPA.

Credit Bureau Vice President James Ralph said Knauer's visit was a "first meeting," and there will be more discussions between ANPA/CBI and the U.S. Office of Consumer Affairs.

ANPA and Credit Bureau officials also have met with Fowler C. West, chairman of the Advisory Committee on CFTC-State Cooperation.

According to Ralph, subscribers to the credit-checking service and ANPA-member newspapers will be sent a packet of materials on how to detect consumer fraud. The information was prepared by a variety of sources including the CFTC, the U.S. Postal Service, the North American Securities Administrators Association, the Council of Better Business Bureaus and the National Futures Association. □

Knauer meets with Ralph (right) and ANPA's Thomas C. Fichter.

Anti-drug program seeks more media participation

The Drug-Free America Program is calling for further volunteer participation in the public-service advertising campaign against drug use in the United States.

Twelve advertising agencies have completed 28 newspaper and magazine ads, 25 television commercials, and six radio spots. Sixteen other agencies are developing a second round of ads, which will be available shortly.

Newspapers participating in AD/SAT will be able to receive the ads through that satellite-delivery network.

The Newspaper Advertising Bureau sent the first-round ads to daily newspapers in May [**presstime**, May 1987, p. 80].

Twenty-eight councils of local agencies set up by the program have solicited space and time commitments from various publications and broadcasters. □

1988 Advertising Planbook available

The 1988 edition of the *Newspaper Advertising Planbook* is available from the Newspaper Advertising Bureau.

Newspapers may order in any of four format options: hard cover without imprinting of the newspaper logo at a cost of $5.60 per copy for up to 49 copies, $5.20 per copy for up to 99 copies and $5 per copy for 100 or more; hard cover with imprinting, add 90 cents per copy to regular hard-cover costs; soft cover without imprinting, $4.50 per copy; and soft cover with imprinting, $5.40 per copy. The minimum order for imprinting is 50. Deadline for placing imprinting orders is Aug. 22.

The book features calendar pages from November 1987 to January 1989, a four-step advertising plan and other advertising tips.

Encouraging early orders, NAB Vice President and Creative Director Hank Simons said "last year's printing of 80,000 copies sold out in record time."

To order, contact NAB's Creative Department, 1180 Avenue of the Americas, New York, N.Y. 10036. □

New slogan being written for classifieds

The staff of the Newspaper Advertising Bureau has been given the task of coming up with a slogan for classified advertising. This comes after a slogan selected in a nationwide contest failed to pass muster at a meeting of classified ad executives.

The results will be unveiled next January, according to Larry D. Franklin, chairman of a subcommittee working to develop the slogan for NAB's Future of Advertising Project. Franklin, executive vice president and chief operating officer of Harte-Hanks Communications Inc., made the announcement in San Diego at the July 12-15 sales conference of the International Newspaper Advertising and Marketing Executives.

According to Franklin, more than 450 entries were submitted to the slogan contest, sponsored by the FOA subcommittee [**presstime**, Jan. 1987, p. 53].

The winning slogan, "Classified—Fine Print Worth Reading," was submitted by two employees of the Detroit Free Press. On the advice of Minneapolis agency Rice & Rice Advertising Inc., which was hired to develop creative uses of the slogan and logo, the saying was revised to: "Classified—It Pays to Read the Fine Print."

That slogan was presented at the June 21-24 conference of the Association of Newspaper Classified Advertising Managers, also held in San Diego. Attendees were evenly divided in their response. "We didn't feel it was enough of an endorsement to continue with that slogan," said Darrell C. Rooney, classified advertising manager for the St. Paul Pioneer Press Dispatch, a spokesman for the slogan project.

Those who disapproved were bothered by the phrase "fine print," which they related to a legal contract, he said.

According to Rooney, $35,000 has already been spent on the project with another $35,000 expected to be spent to prepare promotional materials for purchase by newspapers.

New ANCAM officers elected at the conference were President James T. Conner of the State Times and Morning Advocate in Baton Rouge, President-elect Bill D. Horton of the Fort Worth Star-Telegram, Second Vice President Ronald G. Beach of the San Jose Mercury News, Third Vice President Nancy K. O'Connell of the Providence Journal and Bulletin, and Secretary Treasurer David A. Benoy of The Patriot Ledger in Quincy, Mass.

The conference attracted a record number of registrants, 354. ☐

Ad bureau eliminates fees for many workshops, seminars

BY CRAIG C. STANDEN

On June 1, the Newspaper Advertising Bureau suspended the fees traditionally charged for staff or advertiser workshops and seminars conducted by bureau trainers for individual member newspapers or newspaper groups.

Eliminating these fees, which ranged from $300 to $700 depending on circulation of participants' newspapers, should make NAB membership more useful and valuable for newspapers.

Craig C. Standen

When the bureau began conducting staffwide retail workshops and retail advertiser seminars in 1962, the policy was to charge a fee. This was to cover the salary of the trainer while out of the office conducting the workshop or seminar, the cost of developing and producing the workshop materials, and the trainer's out-of-pocket travel, lodging and meal expenses.

In those days, our "trainer" was a young man named Bill Solch, and training was a minor part of his duties in the bureau's Retail Department.

Today, training has become one of our most important member services—with a dozen staff members directly involved—and Bill Solch has been promoted several times and now is our vice president for membership services.

We currently offer more than 30 different workshops, seminars and programs covering not only retail staff training and sales development but also competitive media, co-op advertising, telemarketing, innovative thinking, marketing, and several areas of classified: automotive, employment, real estate and outside sales.

Our training services fall into three categories:

- **Staffwide workshops and advertiser seminars.** Conducted for individual newspapers (or groups of cooperative newspapers), they account for nearly 90 percent of all bureau training activities and are the ones for which we're suspending the fees. So now, when one of our trainers conducts an on-site workshop for a newspaper's staff or a group of its advertisers, all we ask the paper to pay are actual costs incurred, such as travel, lodging and meals plus workbooks and similar training materials. Newspapers also provide the meeting facilities and control the attendance.
- **Regional workshops and seminars.** These workshops, held in major cities in the United States and Canada, allow newspapers to send as many or as few of their employees as can be expected to benefit from the training. The only charge to the newspaper is on a per-attendee basis, usually from as low as $50 each for some one-day workshops to as much as $250 per person for a three-day program, depending on our costs. Regional workshops include "train the trainer" programs in which a newspaper sends one person to be trained by us and in turn become the trainer for the rest of the staff, and "The Selling Way," a limited-attendance, intensive, two-and-a-half-day sales training program for experienced newspaper sales people.
- **Consulting services.** They include co-op audits and our new classified and telemarketing consulting services, by which bureau experts work with a newspaper staff on situations and problems peculiar to the local market and recommend appropriate strategies and actions to help maximize opportunities.

These services and some other staff workshops that are customized for newspaper groups, will continue to be charged on a fee-plus-expenses basis.

The bureau's board of directors has authorized us to suspend the fees for two years and, if all goes well, to eliminate them permanently. It's another step in our continuing effort to make NAB membership more valuable to newspapers and to be as responsive as possible to our members' needs.

I hope your newspaper will take advantage of this change and schedule more workshops.

If you would like more information, call Bill Solch at (212) 704-4530, or Eric Anderson, NAB senior vice president/classified, co-op and training, at (212) 704-4514. ☐

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to **presstime**.

U.S. publishers visiting France's Teletel system find the diversity principle at work

The thing a visiting delegation of U.S. newspaper executives liked most about the French Teletel videotex system was that the French national telephone company that operates it avoids providing content for the system.

"Basically it was a working model of the diversity principle," said Uzal H. Martz Jr., chairman of the new ANPA Diversity Principle Task Force and president and publisher of the Pottsville (Pa.) Republican. The French Postes Telephones Telecommunications, or PTT, "is not a major content provider and does not compete with the people who have to use the facilities," he said.

A similar system "could be possible in the United States without major changes" in the consent decree governing the AT&T breakup that bars phone companies from providing information services, Martz said.

ANPA Telecommunications Committee Vice Chairman Thomas Pace, communications counsel of Dow Jones & Co., agreed that the PTT has tried very hard to stay out of the content business.

As for how the Teletel system is faring, however, much of the reaction of the delegation who traveled to France to see it can be summed up this way: *Plus ça change, plus c'est la même chose*. The more things change, the more they stay the same.

Delegates reported there is no service on the French system that is not currently being offered or has not been tried by videotex systems in the United States, with the exception of the electronic telephone directory that was Teletel's original reason for being.

"I didn't see anything new and revolutionary that I said, 'My God, if we had had that we would have really been able to do something,'" said James Holly, who headed The Times Mirror Co.'s Gateway consumer videotex service that was shut down in March 1986.

However, there are differences between the U.S. and French experiences with videotex, and one of the major ones is the "seeding" of the Minitel terminals—from which the service gets its popular name—by the French telephone company. Commercial operation began in 1982. By the end of this year, PTT will have distributed about 3 million terminals free to French households.

According to Jules S. Tewlow, director of special projects for Lee Enterprises Inc., for every 10 terminals that have been distributed thus far, five go out of use after the first bill comes in for two months' usage. Of the remaining five, four are used approximately 95 minutes a month for various services. One terminal in 10 supplies more than 50 percent of the network traffic, he said. Seventy percent of the usage is in interactive communication services, what the French call "messageries" and what are dubbed "chat" services in the United States.

Holly, now director of Times Mirror's Electronic Information Services, noted that in their preference for chat services over passive information services, the French videotex users are like their U.S. counterparts.

However, what one delegation member termed a "bombshell" is the popularity of chat services with a sexual orientation.

"What seems to be driving the usage there is sex," said Reid Ashe, who headed Knight-Ridder Inc.'s Viewtron videotex service that also was shut down in March 1986. "We didn't really understand that, and had we understood it, I think we could have generated a lot more usage. But I don't think we would have been willing to promote an electronic bordello," said Ashe, who now is publisher of The Wichita Eagle-Beacon. *—Margaret G. Carter*

Uzal H. Martz Jr., Pottsville Republican

Teletel Program Manager Jean-Paul Maury explains system to ANPA delegation.

Hearings over, Greene to decide on information services

After three days of hearings, the question of whether the regional Bell operating companies will be allowed to provide information services is in the hands of U.S. District Judge Harold H. Greene. Greene has given no indication when he will issue his ruling, according to his office.

During the hearings, Greene referred to the "information services problem" as the "most difficult" of all those before him.

ANPA was represented at the hearings by Washington, D.C., attorney Richard E. Wiley, who argued against the Justice Department's recommendation that the information services restriction be removed from the consent decree governing the breakup of AT&T [**presstime**, July 1987, p. 60]. "The information service prohibition is still vital to the development of electronic publishing in this country," he said.

"No other public interest factors" justify removal of the restriction, Wiley said, most of all assertions that the American people are deprived of public services available to people elsewhere, an apparent reference to the French Teletel system and others (see story, this page).

Wiley said electronic publishing is "becoming a significant force in the United States" in the "competitive environment" fostered by the consent decree. ☐

Some mobile radio systems found to be illegal

Many newspapers operate mobile radio systems. Some of them recently found out that they have been operating them illegally.

The revelations came about as ANPA was fulfilling its new duties as "frequency coordinator" for the Relay Press Radio Service, a group of frequencies set aside for priority use by newspapers and wire services. The Association sought, and obtained, the status of frequency coordinator from the Federal Communications Commission last year [**presstime**, Oct. 1986, p. 48].

In late June, ANPA's Telecommunications Department sent a letter to approximately 1,500 newspapers, most of them dailies, whose names did not appear in a computer database of Relay Press Service licensees. The database was compiled for ANPA from FCC records.

The letter warned the newspapers that if they are operating mobile radio systems, they apparently are not authorized to do so, at least not in the Relay Press Service.

In little more than two weeks, ANPA heard from more than 200 newspapers, according to Deborah Walker, ANPA telecommunications systems specialist. About two-thirds of the respondents said they are operating mobile radio systems and thought they were licensed to do so. "It's been a real shock to us, and to them," Walker said.

So far, ANPA has investigated about 50 of the cases, she said. In a few instances, it determined the newspapers are licensed but did not appear in the database because of a computer glitch or clerical snafu, such as the license appearing in the name of the newspaper's corporate parent.

In other cases, however, there were more serious problems.

Some newspapers were operating with expired licenses. Normally, said Walker, equipment vendors make the initial license application to the FCC on behalf of the newspaper. But the licenses must be renewed every five years—something newspaper personnel may not realize.

The Association suspects a few license applications may have been mishandled. Walker said the newspaper should have a copy of the license issued by the FCC.

However, most of the newspapers operating mobile radio systems but not in the database were found to have valid licenses in services other than Relay Press. For example, a newspaper also qualifies to be licensed in the "Business Radio Service," Walker explained.

While this is "perfectly legitimate," she said, ANPA does not think it is "necessarily the best thing for the newspaper." There may be greater potential for interference in the general business service, she said. There is also a risk of losing the frequencies if they are not used by newspapers.

Some equipment vendors may not know that the Relay Press Service exists, she said. It is important for newspapers to make the fact known.

ANPA is assisting newspapers with problems to come into compliance with licensing requirements. The penalty for operating with an invalid license is a fine of up to $10,000 and a possible jail sentence, according to Richard P. Sutter, staff engineer in the FCC's Mobile Services Division. The severity of the penalty depends on whether the illegal operation was intentional or merely resulted from an oversight, he said. □

Post Co. announces sale of remaining cellular holdings

The Washington Post Co. will be out of the cellular telephone business altogether if the Federal Communications Commission approves its plans to sell remaining holdings in Florida.

The company plans to sell its Miami-Fort Lauderdale system and its 13-percent interest in a system serving Palm Beach County to McCaw Communications Cos. Sale price was not disclosed, but one published report—in the company's flagship property, The Washington Post—said the amount likely was more than $200 million.

McCaw Communications is 45-percent owned by Affiliated Publications Inc., publisher of The Boston Globe.

The Post Co. previously agreed to sell its 20-percent interest in the Washington-Baltimore cellular system to Southwestern Bell Corp. and its 18-percent interest in Detroit cellular to Pacific Telesis Group. □

Media groups analyze new rules on satellite remote-sensing

ANPA representatives and members of several other news organizations planned to meet July 26 in Washington, D.C., to coordinate reaction to the U. S. Commerce Department's long-awaited rules on regulating satellite remote-sensing images.

The regulations, which take effect Aug. 9, allow the departments of State or Defense to restrict the launch of commercial satellites or the use of space photographs on national security grounds [**presstime**, April 1987, p. 50].

Initial media reaction to the rules was mixed.

Some media representatives said the new rules, which have been under consideration for a year, could violate First Amendment rights against prior restraint.

The Commerce Department did, however, adopt ANPA's recommendation that "Nothing in these regulations is intended to place any limits on access to images that would not be placed on such access here on Earth."

W. Terry Maguire, ANPA vice president/general counsel, said the Association plans no specific action to protest the rules. "We would hope that actual implementation of the rules would adhere to the policy of not promulgating more stringent rules than are applied on Earth," he said.

Some news organizations, however, reacted strongly to the rules. Ernie Schultz, president of the Radio-Television News Directors Association, said: "The decision was expected, but it was still bad news because they didn't take our recommendations. We are disappointed that NOAA [National Oceanic and Atmospheric Administration] did not adopt the First Amendment standard which courts have required and which RTNDA proposed." He said the standard would have prohibited restrictions on media remote sensing except to prevent "a serious and immediate threat to distinct and compelling national security and foreign policy interests."

Mark Brender, an ABC News assignment editor and chairman of the Media in Space Task Force organized by RTNDA, said the Commerce Department decision could encourage media use of foreign satellite images because the restrictions apply only to domestic satellites. Brender said he had made arrangements to meet late in July with representatives of Soyuzkarta, a Soviet Union trade organization that is marketing space photos with better resolution than those available commercially in the West.

Groups planning to attend the media task force meeting in addition to ANPA and RTNDA are the American Society of Newspaper Editors, The Society of Professional Journalists, Sigma Delta Chi, and several broadcasting organizations. □

Minority Affairs

Multicultural program fellows selected

The Multicultural Management Program at the University of Missouri has selected its second class of fellows.

Sixteen journalists from throughout the United States will receive four intensive weeks of newspaper management training at the Missouri School of Journalism [**presstime**, Dec. 1986, p. 46]. Thirteen already hold management positions in the newsroom.

The new class of fellows includes five women and 11 men and is composed of four whites, three Hispanics, eight blacks and one Asian-American.

Executive Director Ben Johnson said the program's objective is to develop good management skills, including sensitivity to ethnically diverse news staffs and a commitment to more balanced news coverage regarding cultural and racial aspects of American communities.

Financial supporters of the program include Pulitzer Publishing Co. of St. Louis, Blade Communications of Toledo, Cox Newspapers of Atlanta, Josephus Daniels Foundation of Raleigh, N.C., Detroit Free Press, Gannett Foundation, Graham Foundation of Washington, D.C., Johnson Publishing Co. of Chicago, Sengstacke Newspapers of Chicago, Knight-Ridder Inc., Los Angeles Times, McClatchy Newspapers of Sacramento, and Time Inc. ☐

NABJ Convention Aug. 18-23 in Miami

The National Association of Black Journalists will hold its 12th annual convention Aug. 18-23 in Miami.

Since its founding, the NABJ has worked toward the goal of making the number of black journalists in newsrooms reflect their proportion in the United States. That goal will be the theme of the convention, which also will serve as a job fair.

About 1,500 print and broadcast journalists are expected to attend. Featured speakers are scheduled to include Chicago Mayor Harold Washington, presidential candidate the Rev. Jesse Jackson and the four reporters who successfully sued the New York Daily News in a recent discrimination case.

For more information, contact Carl Morris, executive director, NABJ, The Newspaper Center, Box 17212, Dulles Airport, Washington, D.C. 20041. ☐

Education

Stauffer newspapers put emphasis on academic success

As the Newspaper in Education project put the newspaper into the classroom, the 20 Stauffer Communications Inc. newspapers this fall will introduce a program to put more of the classroom into the newspaper.

The "A Plus" program was introduced in 1983 at one Stauffer paper, The Blue Springs (Mo.) Examiner, where then-Publisher and Editor Kim Sexton decided newspapers have put enough emphasis on athletic feats. "I promised that my newspaper would start giving just as much, if not more, ink to academic achievement."

The program involves publishing the names of honor-roll students, holding academic contests, covering academic success stories and promoting local shopping discounts for honor students.

Stauffer officials believe the program can have a significant impact on education, improve the newspaper's image in the community, and attract current and future readers. Sexton attributes a 15-percent increase in Examiner circulation to the program.

"A Plus" also will become a profit center for Topeka, Kan.-based Stauffer if Sexton can sell enough one-year "licenses" to other newspapers or broadcast stations, enabling them to conduct the program in their markets.

Marketing the licenses, for an annual fee of $99.95, is Media Additions, a Stauffer subsidiary being managed by Sexton. "They can't do this themselves as reasonably as we are doing it," he said.

Participating newspapers will receive a guide to use in working with local school officials and businesses to recognize student achievements. It includes step-by-step materials, forms and a list of 101 story ideas.

With "A Plus," Sexton said, critics can no longer charge that newspapers are interested only in "bad news about 'Jane' and 'John.' When we gave play to 'Jane' for winning the math contest, the next thing she wanted to do was win another one."

As evidence of the project's success, Sexton said the number of Blue Springs High School students with a 3.5 or better grade point average steadily increased by a greater percentage than increases in enrollment. ☐

Circulation

Empire seeks more newspaper support

Empire State College will continue its circulation-management curriculum even though its founding director has left.

Walter L. Frykholm, newly named acting director of the circulation management program at Empire State, said the college is seeking additional financial support from newspapers. Newspapers contributed funds to help launch the program in 1983.

Empire State also is seeking a three-year federal grant to install computer equipment to allow remote teaching of students as they stay on the job at their newspapers.

"One of the problems is our students are scattered all over the country," Frykholm said. "And publishers often don't want to send their students here." Empire State, with administrative headquarters in Saratoga Springs, N.Y., operates an individualized course for circulation managers, resulting in a two-year associate degree or four-year bachelor's degree in circulation management. The college borrows or rents space at seven New York State University buildings across the state, but the bulk of the work is done individually by students in their own locales [**presstime**, July 1985, p. 64].

More than a dozen degrees have been awarded and numerous seminars conducted during the program's four years of operation, Frykholm's said.

His predecessor, Scott Chisholm, who helped found the Empire State program, will begin directing a circulation-management program this fall at Utah State University in Logan. ☐

Dukakis considers lower minimum carrier age

"Little merchants" in Massachusetts who lost their jobs last spring because they were under the age of 12 can go back to their routes soon if Gov. Michael S. Dukakis signs a bill to change the minimum carrier age to 9.

A 1913 state child labor law prohibited youngsters under 12 from delivering papers, but no one questioned the law until the state Department of Labor suddenly enforced it at The Holyoke Transcript-Telegram [**presstime**, June 1987, p. 144].

The chief sponsor of the recently passed bill, Rep. Stan Rosenberg, said he expects Dukakis to sign it because youth carriers are "an American tradition." ☐

Speeches

Thomas Vail

James K. Batten

Robert Richardson

Richard W. Raiford

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Challenges and New Technology Add Up to Remarkable Times in Newspaper Advertising

ANPA Chairman and President George W. Wilson, president, Concord (N.H.) Monitor. Association of Newspaper Classified Advertising Managers conference, San Diego, June 22

Integrity of Purpose and the Protection of Our Freedoms

Thomas Vail, president and publisher, The Plain Dealer, Cleveland. Washington Correspondent and Consumer Journalism Awards, National Press Club, Washington, D.C., June 24

From the International Circulation Managers Association annual sales conference, Chicago, June 28-July 1:

Personnel, Perception and Planning in Newspaper Circulation

John J. Curley, president and chief executive officer, Gannett Co., Arlington, Va.

The Neglected Circulation Battle: Retaining Subscribers

James K. Batten, president, Knight-Ridder Inc., Miami

From the International Press Telecommunications Council annual general meeting, Las Vegas, June 11-12:

Impact of Telecommunications on Newspapers—Today and Tomorrow

Uzal H. Martz Jr., president and publisher, Pottsville (Pa.) Republican

Satellite Communications and Applications at USA Today

William O. Hider, vice president/telecommunications, Gannett Co., Arlington, Va.

The Telecommunications Situation in Japan: 1986-87

Akira Kawaguchi, chairman, and Shinji Kimura, vice chairman, Telecommunications Committee, Nihon Shinbun Kyokai

From the International Newspaper Financial Executives spring conference, Marco Island, Fla., May 10-13:

Strategies That Can't Wait Until Tomorrow

Robert Richardson, director of operations, The Gazette, Montreal

The What and How of Strategic Planning in Newspapers

Chester C. Warzynski, management consultant, Ottaway Newspapers Inc., Campbell Hall, N.Y.

Newsprint—What's Ahead?

Richard W. Raiford, executive vice president, Southeast Publishers Newsprint Sales Co., Atlanta

How to Conduct a Firing

Douglas Wesley, principal consultant, The Hall Wesley Group Inc., Lakeland, Fla.

Alternatives to strikes tested

Charles A. Perlik Jr., president of The Newspaper Guild, observed at the union's recent convention that new technology has rendered a union's ultimate weapon—the strike—"often feeble."

Thus, unions are seeking alternatives to strikes, such as boycotts and rallies, to put the public spotlight on the employer.

"The purpose of a strike is to bring economic pressure on an employer," said J. William Blatz, director of field operations for the Guild. "That's precisely what you do when you have a boycott."

Many of the strike alternatives are not new. A "byline strike" that occurred July 9-10 at The Washington Post, where Guild-represented editorial employees requested that their bylines be withheld, followed similar actions in such cities as Cleveland [**presstime**, Feb. 1987, p. 51].

The AFL-CIO often puts companies where a labor dispute exists on its "unfair list," urging union members not to buy products from companies on the list.

In California, McClatchy Newspapers is becoming a testing ground for Guild strike alternatives. At two of the company's dailies, The Fresno Bee and The Sacramento Bee, management has declared an impasse in bargaining for new labor agreements and posted working conditions contained in the final offers. Guild members at the papers voted not to strike but to "take any and all economic action as if we were on strike." Union members in the two cities are urging readers to cancel their subscriptions to the Bee dailies.

According to the company, however, the boycott has not been successful. "The effect of the subscription boycott is absolutely statistically insignificant," said Keith R. Fuller, McClatchy's director of employee relations.

The opening day of the Guild's June 22-26 convention in San Diego (see story, next page) was devoted to a forum on alternatives to strikes. Union representatives from Fresno and Sacramento described their actions at the McClatchy dailies, such as lunch-time "informational picketing" with signs saying "Negotiate."

In addition to boycotts, informational picketing and rallies as strike alternatives, attendees at the Guild forum suggested such tactics as mass coffee breaks, wearing anti-management T-shirts and buttons, picketing the homes of company directors, and requesting health and safety investigations.

Unions are "back where we were in the '20s and '30s" and must develop new tactics, Service Employees International Union President John J. Sweeney told the Guild delegates. "All companies have vulnerabilities that can be found."

> *"Unions can do a lot of things in the shop to put pressure on management."*

An officers' report to the convention said that Guild leaders "must become thoroughly familiar with innovative bargaining strategies, in the plant and outside the plant." The report noted that leaders of newspaper unions have formed a task force to work out a program for coordinated bargaining in the newspaper industry [**presstime**, April 1987, p. 60].

Following the convention, several hundred Guild members and supporters attended a rally in Fresno for members there.

In the Sacramento area, a computerized project called GROWS, an acronym for Growing Resources of Workers' Salaries, is being put together by the Guild and other unions to apply economic pressure on publishers and other employers when needed, including a possible boycott of advertisers.

Twenty-seven unions with about 70,000 members are involved, said Robert L. Bondi, a Guild member and the administrator of the project. "We're major contributors to the economy," Bondi said. "We're trying to impress the business people and get their support."

The byline strike at The Washington Post was called to protest the lack of a labor agreement for a year.

The Post published a statement July 10 to give readers "our side of the story." It pointed out that Post reporters' salaries average more than $50,000 a year. The company said its most recent offer contained an economic package providing increases of between 4 and 5 percent annually for three years, but the Guild "wants more."

Tom Sherwood, a Post reporter and chairman of the Guild bargaining unit, said the fact that the Post published the in-house ad "was an indication we got the company's attention." He said the byline strike was successful in that it sent a message to the company that "we were not satisfied" with the progress in bargaining and "got the issue closer to management's front burner."

Although in recent months the Guild has been the most active union in strike alternatives, craft unions have used similar tactics, too. William Moody, information director for the Graphic Communications International Union, said that one of the most effective weapons in the printing industry has been to refuse to work overtime, adding that this happens more frequently in commercial printing than at newspapers.

"Unions can do a lot of things in the shop to put pressure on management," he said. At the same time, "We must operate within the contract and within the law. We don't suggest quality [of work] be lessened."

Another possible tactic at newspapers, he said, would be a "work-to-the-rule" job action similar to those used by unions representing teachers and transportation workers.

Moody quoted Victor Ciuccio, the GCIU's contract and research director, as telling a recent seminar of local union leaders: "Don't go out on strike. Drive them crazy inside." *—Clark Newsom*

NLRB elections

Elgin (Ill.) Daily Courier-News, CWA: Editorial employees voted 19-0 against further representation by Chicago Typographical Union No. 16.
(NLRB Case No. 13-RD-1750)

Muskogee (Okla.) Daily Phoenix and Times-Democrat, Teamsters: A unit of all employees voted 91-15 against representation by Local 516 of the Teamsters.
(NLRB Case No. 16-RC-8918)

San Bernardino (Calif.) Sun, Guild: News, production and commercial employees voted 158-126 against representation by Local 69 of The Newspaper Guild.
(NLRB Case No. 31-RC-6127)

Syracuse Herald-Journal and Post-Standard, CWA: Composing room employees voted 28-3 against further representation by Typographical Union No. 55.
(NLRB Case No. 3-RD-930)

Guild convention approves new organizing activities

Members of The Newspaper Guild will vote in mid-September on a convention-approved dues increase of $1 a month to be used for organizing activities. The union says the proposal would generate about $400,000 a year.

In recommending the increase, the union's International Executive Board said the Guild is the only union in the newspaper industry that has maintained membership levels during the past year.

As of March 1, membership stood at a record high of 34,018 active members. A poll last year indicated that most members would be willing to pay the additional $1 a month for organizing purposes [**presstime**, Jan. 1987, p. 58].

J. William Blatz, the union's director of field operations, estimated there are 6,000 non-members, called "free riders" by the union, working under Guild contracts.

Also at the union's 54th annual convention, the 231 delegates, by acclamation, elevated Charles B. Dale to a two-year term as president, beginning Oct. 15. Retiring President Charles A. Perlik Jr., after 18 years in the office, announced earlier this year he would not be a candidate for re-election [**presstime**, April 1987, p. 62].

John C. Edgington, administrative officer of the San Diego local, was elected secretary-treasurer, succeeding Dale.

In a farewell address to the convention, Perlik sounded a warning: "Events of the past year have shown that we are confronted by perhaps the most serious crisis since the Guild's early years. The proliferation of new technology and the increasingly anti-labor climate brewed by the political right in both our countries (the United States and Canada) have put the publishers in the saddle. And they are beginning to use the whip."

New equipment "renders the strike weapon often feeble," he said, "and with the labor boards, the courts and the governing authorities turning neutral ground into partisan territory, they are seeking to take back all that we have won over the years."

Perlik, noting that political endorsements by the Guild "are a perpetual source of controversy," said it had not been decided whether the union would endorse a presidential candidate in 1988. The convention, however, subsequently adopted a committee report that said the union's executive board should endorse a candidate after considering recommendations from local unions.

The June 22-26 convention in San Diego adopted another committee report calling for a ban on smoking in the workplace "where acceptable by the majority of affected members." But such bans should not be enforced by discipline, the report said.

In other action, the delegates from 55 locals in the United States, Canada and Puerto Rico voted to retain language covering video display terminals in the union's "model contract." ☐

Fifty-Fourth Annual Conventio
THE NEWSPAPER GUILD
San Diego, California, June 22-26

Delegates line up behind Shiela M. Nason of the Glens Falls, N.Y., unit to address the chair.

Veronika Andrasovsky, The Guild Reporter

NLRB judge rules against Guild in union-dues case

A National Labor Relations Board administrative law judge has ruled that a local of The Newspaper Guild violated the Taft-Hartley Act by seeking the discharge of two employees of The Seattle Times for their failure to pay an assessment as part of their union dues.

The labor agreement between Local 82 and the newspaper contains a so-called "union security" provision that requires membership in the union as a condition of employment. Under the provision, the company must discharge, on request by the Guild, employees who fall behind in dues.

The two employees—advertising department artists—had resigned from the union in 1981 but agreed to comply with the union-security provision by paying to the union the equivalent of "periodic dues," thus becoming what are called "financial core" members rather than "full" members.

The dispute arose in August 1985 when the Guild went from what it refers to as "reduced dues" to "regular" dues. This increase in dues was in effect until February 1986.

The two employees refused to pay the difference on grounds it was a "special assessment" for the union's defense (strike) fund. However, after the Guild said it would request their discharge, they paid the disputed portion of the dues under protest and filed charges with the NLRB.

At issue, said Administrative Law Judge Jerrold H. Shapiro, was whether the difference in amount between the usual monthly dues and the increased dues falls within the meaning of "periodic dues" as that term is used in Taft-Hartley. The act does not allow an employer and a union to condition employment upon the payment of uniform "assessments," he said.

The judge ruled that the increased dues constituted an assessment. He noted that the money from the increased dues was to be used to enable the defense fund to make an interest-free loan of $750,000 to the Guild for buying or building a headquarters building.

Shapiro said the difference between calling the increase "dues" or an "assessment" was "only a matter of semantics." He recommended that the board order the union to refund to the two employees, with interest, the increased dues they paid.

A Guild spokesman said the union will appeal the decision to the board.

(Pacific Northwest Newspaper Guild Local 82 and Johnston. JD(SF)-63-87) ☐

NLRB hears oral argument on bargaining to an impasse

In a case involving The Blade of Toledo, the National Labor Relations Board heard oral argument July 7 on the extent to which a company can implement its proposals after an impasse in bargaining has been reached.

The case arose in 1982 when The Blade conditioned its assent to a new agreement on Typographical Union No. 63's continued acceptance of a provision that allowed management to bypass the union and offer retirement and separation incentives directly to individual employees with lifetime job guarantees.

The union went to the NLRB, and a complaint was issued against the newspaper.

The NLRB general counsel contended in the oral argument that such a demand emasculates the union's right to represent the workers and that the company should not be allowed to implement the proposal even when the parties are at an impasse.

A lawyer for the union argued that the publisher's proposal would "circumscribe and circumvent" the union's status as exclusive bargaining representative.

A Blade attorney maintained that the job guarantees belonged to the employees, not to the union.

Appearing on behalf of The Blade at the hearing, ANPA Manager/Labor Relations Charles D. Cole said the issues were of "vital interest" to a number of newspapers. He said early-retirement incentives for printers in overstaffed composing rooms were a "recognized method of dealing humanely with people who no longer had a job to perform."

By resisting voluntary separation incentives or transfers, the union "is attempting to preserve a status quo to the detriment of both its members and their employers," Cole said. "The obstinacy of the union is certainly of no benefit to the employees of the Toledo Blade composing room."

(Toledo Blade Co., NLRB Case No. 8-CA-16067) □

Montreal daily publishes without pressmen

The Gazette of Montreal was continuing publication in late July without pressmen, mailers and maintenance workers represented by the Graphic Communications International Union.

In a pre-emptive move against a threatened GCIU strike, Publisher Clark Davey locked out the pressmen and maintenance workers July 10 after the union refused to accept proposals for new scheduling clauses. The mailers, whose contract expires Aug. 14, then refused to cross a pressmen's picket line.

Work usually performed by the approximately 250 locked-out employees was being handled by management personnel. Labor laws in the province of Quebec forbid the hiring of replacement workers.

The labor agreement covering the pressmen expired June 30, 1987.

Personnel represented by The Newspaper Guild, including editorial and advertising employees and delivery truck drivers, continued to work, as did printers represented by the Communications Workers of America.

The company obtained an injunction to limit picketing after a clash between pickets and truck drivers that resulted in the arrest of one GCIU member. □

Chicago Tribune labor dispute is two years old

The two-year mark of a strike against the Chicago Tribune was reached July 18.

The strike by printers, pressmen and mailers was called over new labor agreements. The strikers were replaced by new employees soon after the walkout began.

Negotiations for a settlement continue.

Private mediator W.J. Usery Jr. is attempting to negotiate a settlement of one lawsuit brought by the printers. At issue is whether the Tribune is obligated to rehire all of the printers who made an unconditional offer to return to work [**presstime**, April 1986, p. 66]. The parties have agreed not to discuss his mediation efforts.

Usery, who is a former Secretary of Labor and a former director of the Federal Mediation and Conciliation Service, could not be reached for comment.

Human resources experts urged to seek new ways to attract talent

The heads of two newspaper publishing groups have urged specialists in human resources to find new ways of bringing into the business the most talented and resourceful men and women available.

"We must attract, and keep, people with imagination, skill, knowledge, intelligence and honesty," said Malcolm A. Borg, chairman of Macromedia Inc. of Hackensack, N.J., which owns The Record in that city and The News Tribune of Woodbridge, N.J.

"There are still some newspapers that are having a difficult time acknowledging that it's June 1987," Borg said at the 39th annual conference of the Newspaper Personnel Relations Association June 28-July 1 in Chicago. "They're being pushed into the last part of the 20th century, and they're not looking ahead to the fact the year 2000 is only twelve and a half years away."

"If they don't immediately begin paying attention to the world around them," some newspapers "will be waiting in line to hire people," he said, adding: "Compensation systems must reward performance and innovation."

Also stressing the importance of hiring the best people and paying them accordingly was William Dean Singleton, chairman of the Dallas Times Herald and president of the Dallas-based MediaNews Group, which owns 50 daily and weekly newspapers. For a newspaper to be efficient, he told the 130 registrants, it needs "fewer people, better people and larger paychecks."

At the association's business meeting, A.N. (Nelder) Dawson Jr., director of personnel and employee relations for the Alexandria (La.) Daily Town Talk, was elected president.

Terry T. Travelstead, vice president/personnel of USA Today, Arlington, Va., was elected vice president and president-elect; and John J. Swingle, employee relations manager of The Peoria (Ill.) Journal Star, secretary-treasurer.

"We look at ourselves as a growth organization," Dawson said. "We're looking at expanding into the United Kingdom, while continuing our strong alliance with the Canadian newspapers." One goal of the association, he said, is to "increase the exchange of ideas," including an expanded newsletter that will include a section on training and a section on compensation and benefits.

Dawson also said the association would strengthen the annual NPRA/ANPA personnel workshop by placing more subjects on the program. □

Congress ponders labor bills

BY CLAUDIA M. JAMES AND
LESLIE A. BARHYTE

Labor committees in both the House and Senate are considering a host of legislation affecting the workplace. And with Democrats now in control of the Senate, prospects for such legislation have increased significantly.

The following is a review of key workplace proposals currently before the Congress.

Minimum wage. Legislation to raise the minimum wage is a high priority of the AFL-CIO for the 100th Congress. The legislation introduced by Senate and House labor committee chairmen Edward M. Kennedy (D-Mass.) and Augustus F. Hawkins (D-Calif.) would raise the minimum wage in stages from the current $3.35 to $4.65 by 1990. Hearings are under way in both chambers [**presstime**, May 1987, p. 90].

Although no committee has approved such legislation yet, it is likely that some version will be passed in this Congress.

Plant closings. Both the Senate and House labor committees have approved legislation introduced by Sen. Howard M. Metzenbaum (D-Ohio) and Rep. William D. Ford (D-Mich.) that would require an employer to provide up to 180 days' notice before a plant closing or mass layoff. An applicable closing or layoff is one in which 50 or more people lose their jobs at any site during any 30-day period. Also required under the House bill would be consultation with union officials and disclosure of financial information prior to a closing or layoff.

Similar yet weakened language included in the omnibus trade bill, which passed the Senate July 21, provides for an employer with 100 or more workers to give 60 days' notice of a plant closing or layoff affecting at least one-third of its regular, full-time workforce. Mandatory consultation provisions are not included in the Senate version.

Last year the House narrowly defeated a plant-closing bill [**presstime**, Feb. 1987, p. 48]. A version of the legislation is likely to be passed this Congress either as part of the trade bill or as a separate measure.

High risk notification. Legislation to require notification and monitoring for employees who are at increased risk of exposure to hazardous substances has been approved by the House labor committee and a Senate labor subcommittee. The Senate labor committee was expected to complete action in late July.

Under the bills, proposed by Metzenbaum and Rep. Joseph Gaydos (D-Pa.), a risk-assessment board, made up of physicians and scientists appointed by the secretary of Health and Human Services, would be set up to identify occupational hazards and workers at risk.

> *It is likely that some version of legislation increasing the minimum wage will be passed.*

The cost of medical monitoring would be borne by the company if some part of the hazardous exposure occurred in the course of a person's current employment with the firm. Otherwise, the employee would bear the cost. Some version of the proposal may pass in this Congress.

Telephone monitoring. Bills that would require employers to use audible warning tones when monitoring workers' telephone conversations [**presstime**, May 1987, p. 90] have been introduced by Sen. Paul Simon (D-Ill.) and Rep. Don Edwards (D-Calif.). A House subcommittee July 15 held hearings on the bill, which has 133 cosponsors. More hearings may be held. The legislation is supported by the Communications Workers of America.

Polygraph testing. The House Education and Labor Committee has approved legislation introduced by Don Williams (D-Mont.) to prevent private employers from using lie-detector tests to screen job applicants or to investigate current workers. Similar legislation passed the House last Congress and undoubtedly will pass this Congress.

Federal, state and local governments would be exempt, as would be private employers that have defense contracts giving them access to sensitive material. The Senate labor committee held a hearing on the issue in June.

The legislation is given a fair chance for Senate approval.

Health insurance. Companion bills have been introduced by Kennedy and Rep. Henry Waxman (D-Calif.) requiring all employers to enroll their workers and families in health-benefit plans. The bills, supported by labor and many medical organizations, would mandate insurance coverage for all necessary hospital and physician care, diagnostic tests, prenatal and pediatric care, and catastrophic care.

The bills also call for a $3,000 out-of-pocket cap with limitations on deductibles of $250 per person and $500 per family. Employers would be required to pay 80 percent of insurance premiums for people who work at least 17.5 hours per week and 100 percent of the cost for workers who earn less than minimum wage.

Hearings have been held in both the House and Senate, and some form of the legislation may pass this Congress.

Parental leave. Similar bills have been introduced by Sen. Christopher Dodd (D-Conn.) and Rep. Bill Clay (D-Mo.) that would allow employees to take up to 18 weeks of unpaid family leave as a result of the birth or adoption of a child, or a serious illness among offspring (or parent, under the House bill). The bills also would allow up to 26 weeks of unpaid medical leave as the result of a serious health condition and provide that, upon return, employees be entitled to salary, status and benefits equivalent to those before leave was taken.

The House measure has been approved by three subcommittees. Four hearings have been held on the Senate bill.

Despite strong opposition, some version of the bill may pass this Congress. ☐

One seat filled at EEOC; vacancy remains

The U.S. Senate has confirmed Evan J. Kemp Jr. as one of five members of the Equal Employment Opportunity Commission.

A former Securities and Exchange Commission attorney, he replaces William A. Webb. His five-year term expires July 1, 1992.

There is still one vacancy at the commission. Fred W. Alvarez left in June to join the U.S. Department of Labor as an assistant secretary of labor. President Reagan is expected to nominate Joy Cherian, a native of India and the president of the Asian-American Voters Coalition, to fill the vacancy. ☐

James is ANPA assistant general counsel. Barhyte is ANPA legislative assistant.

After biggest pressroom test to date, Bakersfield daily says kenaf makes the grade

Kenaf newsprint was used to print the "A" and sports sections of 65,000 copies of The Bakersfield Californian on July 13. Afterward, newspaper production experts had nothing but praise for newsprint's brightness, strength, smooth ink laydown, reduced ink ruboff and crisp color reproduction.

George Cashau, ANPA director/technical research, said the printed product "looked great." Doris E. Kleintop, ANPA technical supervisor/newsprint quality, agreed.

Kleintop said she planned to obtain kenaf newsprint on which to conduct tests for a more detailed evaluation.

Kenaf is a fibrous plant that grows prodigiously in warm climates. ANPA, the U.S. Department of Agriculture and others have been studying the feasibility of making newsprint with it since the 1960s.

The successful Bakersfield test means kenaf is ready to move "out of the research lab and into the commercial arena," said Daniel E. Kugler of USDA's Cooperative State Research Service.

C.A. Thompson, vice president of CIP Forest Products, agreed. He said that even though that pulp and paper company in the coming months will continue to run lab tests for such qualities as strength, brightness and opacity, emphasis has shifted from research to engineering studies for construction of a kenaf mill near Brownsville, Texas, and to securing the financing for the mill [**presstime**, July 1987, p. 36].

Project backers have said they would like to have the mill operating by 1989 or 1990.

The Bakersfield daily, Agrifuture Inc. of Bakersfield and Charles S. Taylor are partners in Kenaf International, a venture capital company that was formed in 1981 to carry forward kenaf research begun by ANPA and other parties. Taylor has moved from Maryland to McAllen, Texas, in preparation for the mill's planned construction.

The test at The Bakersfield Californian culminated a 17-month joint effort involving KI, USDA and CIP. The kenaf was grown, harvested and baled in Texas. It was pulped at the C.E. Sprout Bauer Mill in Springfield, Ohio. The pulp was turned into newsprint at CIP's Trois-Rivieres mill in Quebec and at the Beloit Corp. mill in Beloit, Wis.

The chief executive officer of the Bakersfield daily, Jerry K. Stanners, said 12 tons of kenaf newsprint were used in the test, and "We were very pleased with the run." A story on page 1 explained to readers that the paper they were holding was something special.

"It looks like standard newsprint but it's much brighter," Stanners said.

Once news broke about the successful press run, Stanners was inundated with telephone calls from various quarters, ranging from publishers of other newspapers to potential investors in kenaf.

USDA put out a press release in which Orville G. Bentley, assistant secretary for science and education, said: "We hope to see kenaf emerge as a major crop across the southern tier of the United States."

U.S. dailies used nearly 9 million metric tons of newsprint in 1986, and demand is expected to grow.

Although the Bakersfield experiment was the first on a large scale, kenaf newsprint has been tested in a newspaper production environment for a decade.

In 1977, several hundred pounds of kenaf newsprint were used to print part of a press run at the Peoria (Ill.) Journal Star. In 1979, six other newspapers—The Yuma (Ariz.) Daily Sun, The Wall Street Journal, The Miami Herald, the St. Petersburg Times, the Nashville Banner and the Pine Bluff (Ark.) Commercial— tested kenaf on their presses.

Kugler, a USDA economist who works to find so-called alternative crops for American farmers, said the earlier tests prove that kenaf newsprint has yet another advantage: Unlike that made with wood pulp, it does not yellow with age.

Kugler has a copy of the Peoria paper from 1977, and he said it looks freshly printed. The botanical and chemical explanation is that wood-fiber newsprint contains lignin, a brownish substance that cements together the cells of wood tissue; its decomposition causes the yellowing.

According to Ralph E. Imhoff, printing plant manager for the St. Petersburg Times, kenaf also offers a public relations bonus. "Now when people come to the newspaper for tours, they ask, 'How many trees went into that roll of newsprint?' Even though the newsprint mills do a good job of reforesting, it's still a concern the average person has. Kenaf is a resource that isn't limited by 30 years of growth."

In late July, the Times, the Houston Chronicle and The Dallas Morning News were scheduled to conduct limited tests using several rolls of kenaf newsprint each.

—Rosalind C. Truitt

Champion hikes price

Champion International Corp. will raise its list price for newsprint to $610 a metric ton Sept. 1. All other newsprint companies previously had announced that price for customers in the eastern United States, effective July 1, or—in the case of Kimberly-Clark Corp.—Aug. 1 [**presstime**, June 1987, p. 108]. □

Quebec pacts approved; one mill on strike

Two Canadian pulp and paper unions have ratified three-year agreements at four Quebec newsprint mills. But Donohue Normick Ltd.'s Amos, Quebec, mill has been shut down since early July because of a strike by the Canadian Paperworkers Union.

CPU members approved new contracts at the Trois-Rivieres, Grand Mere and Shawinigan mills of Consolidated-Bathurst Inc. The mills had been shut down for 14 days in late June and early July because of a strike.

The fourth new contract, ratified by the Confederation of National Trade Unions, is at St. Raymond Paper Co.'s Quebec mill.

All of the agreements were along the lines of an earlier one at Abitibi-Price Inc., which calls for wage increases of 25 cents an hour in the first year, 45 cents an hour in the second and 4.5 percent in the third.

Elsewhere in Canada, the CPU and the Eastern Canadian Newsprint (bargaining) Group have reached a tentative labor agreement that also is similar to the Abitibi-Price pact.

Another such agreement has been reached at Boise Cascade Canada Ltd.'s Kenora, Ontario, mill.

In the United States, members of the United Paperworkers International Union ratified a new four-year contract at Bowater Southern Paper Co.'s Calhoun, Tenn., newsprint mill. It provides for no wage increases in the first year, 3 percent in each of the second and third years, and 3.5 percent in the fourth.

Another three-year contract was ratified by the UPIU at Inland Empire Paper Co.'s mill in Millwood, Wash. Workers will receive a lump sum of $1,200 in each of the first and second years, and 45 cents an hour in the third. □

U.S. dailies lead six-month increase in consumption

Newsprint consumption by all U.S. users increased 0.6 percent in June and 2.1 percent during the first six months of 1987, compared with year-earlier figures.

U.S. daily newspapers had greater increases in newsprint usage—1.7 percent in June and 3.2 percent for the first half of the year.

Newsprint inventories for newspapers in ANPA's statistical sample totaled 46 days in June, one day less than a year previously. Stocks at North American mills were 25 percent below June 1986 levels.

Canadian production in June exceeded that of June 1986 by 4.7 percent. U.S. production was up 5.9 percent during the month.

Shipments from Canadian mills increased 6.2 percent in June and 6.6 percent for the first half. The increases for Canadian shipments to the United States were 9 and 6.1 percent, respectively.

Domestic shipments from U.S. mills exceeded last year's by 7.7 percent in June and 4.1 percent during the six-month period.

Estimated consumption of all U.S. daily newspapers[1]

Region	**May 1987(r)**	**May 1986**	**% Change**
Northeast	214,781	196,711	+ 9.2
North Central	169,831	162,057	+ 4.8
South	249,523	244,488	+ 2.1
West	175,149	166,565	+ 5.2
Circulation Size			
up to 25,000	63,275	51,553	+ 22.7
25,001-100,000	164,032	155,346	+ 5.6
Over 100,000	581,977	562,922	+ 3.4
May totals	809,284	769,821	+ 5.1
Five-month totals	3,765,451	3,636,091	+ 3.6
Region	**June 1987(p)**	**June 1986**	**% Change**
Northeast	200,374	192,682	+ 4.0
North Central	159,125	155,345	+ 2.4
South	225,418	228,646	− 1.4
West	164,703	160,322	+ 2.7
Circulation Size			
up to 25,000	58,346	49,462	+ 18.0
25,001-100,000	153,601	150,771	+ 1.9
Over 100,000	537,673	536,762	+ 0.2
June totals	749,620	736,995	+ 1.7
Six-month totals	4,515,071	4,373,086	+ 3.2

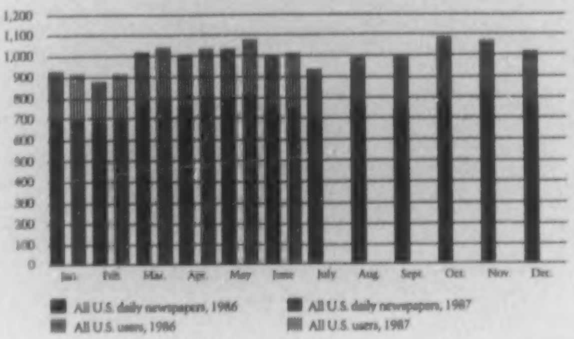
Estimated consumption of all U.S. users

	1987	**1986**	**% Change**
April totals	1,031,263(r)	999,777	+ 3.1(r)
May totals	1,073,378(r)	1,034,975	+ 3.7(r)
June totals	1,001,409(p)	995,527	+ 0.6(p)
Six-month totals	5,956,833(p)	5,833,018	+ 2.1(p)

Production

	Canada	**U.S.A.**	**North America**
June 1987	806,322	444,287	1,250,609
June 1986	769,981	419,716	1,189,697
Increase	+ 36,341 + 4.7%	+ 24,571 + 5.9%	+ 60,912 + 5.1%
Six months 1987	4,837,008	2,593,137	7,430,145
Six months 1986	4,574,272	2,532,208	7,106,480
Increase	+ 262,736 + 5.7%	+ 60,929 + 2.4%	+ 323,665 + 4.6%

Estimated newsprint consumption, 1986-1987 (thousands of metric tons)



Shipments

From Canadian mills	**U.S.A.**	**Canada**	**Export**	**Total**
June 1987	620,070	93,079	143,616	856,765
June 1986	568,763	93,457	144,258	806,478
Six months 1987	3,498,732	572,614	769,931	4,841,277
Six months 1986	3,296,684	541,447	702,116	4,540,247
Increase	+ 202,048 + 6.1%	+ 31,167 + 5.8%	+ 67,815 + 9.7%	+ 301,030 + 6.6%
From U.S. mills				
June 1987	426,740		24,370	451,110
June 1986	396,091		29,350	425,441
Six months 1987	2,444,373		157,993	2,602,366
Six months 1986	2,347,907		151,040	2,498,947
Increase	+ 96,466 + 4.1%		+ 6,953 + 4.6%	+ 103,419 + 4.1%
From North American mills				
June 1987	1,046,810	93,079	167,986	1,307,875
June 1986	964,854	93,457	173,608	1,231,919
Six months 1987	5,943,105	572,614	927,924	7,443,643
Six months 1986	5,644,591	541,447	853,156	7,039,194
Increase	+ 298,514 + 5.3%	+ 31,167 + 5.8%	+ 74,768 + 8.8%	+ 404,449 + 5.7%

Stocks

U.S. publishers[2]	**Tonnage**	**Days' supply On hand**	**Days' supply In transit**
April 1987	869,316	35	5
April 1986	889,273	37	6
May 1987	847,549(r)	35(r)	6
May 1986	870,106	37	6
June 1987	876,123(p)	39(p)	7(p)
June 1986	868,923	41	6
Canadian mills			
June 1987	272,935	—	—
June 1986	324,422	—	—
U.S. mills			
June 1987	39,845	—	—
June 1986	89,756	—	—

[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2] Represents stocks of newspapers in ANPA statistical sample.

(r) = revised (p) = preliminary

Newsprint

3 newsprint projects ready to proceed; others studied

Three newsprint projects have recently been given approval to proceed.

Finlay Forest Industries Ltd. will install a new 216,000-metric-tons-a-year newsprint machine at its Mackenzie, British Columbia, mill. The project will cost $198 million (Canadian), and completion is expected in 1989 [**presstime**, June 1987, p. 106].

Great Lakes Forest Products Ltd. and five newspaper publishers will construct a newsprint mill at Usk, Wash. The project will have capacity of 180,000 tons annually and will cost $300 million. Completion is expected in 1989 or 1990. Newspaper firms involved are Central Newspapers Inc. of Indianapolis, Kearns-Tribune Corp. of Salt Lake City, McClatchy Newspapers of Sacramento, The Copley Press Inc. of La Jolla, Calif., and Knight-Ridder Inc. of Miami. Ponderay Newsprint Co., a unit of Great Lakes, will build and operate the mill and have a 40-percent interest in it.

Newsprint South Inc. secured financing for construction of a 203,000-metric-tons-a-year mill at Grenada, Miss. Completion of the $320-million mill is expected in 1989.

In other developments:

- Kruger Inc. completed upgrading of one of its newsprint machines at Corner Brook, Newfoundland, at a cost of $21 million. Capacity will increase about 89,000 metric tons a year. It was the third newsprint machine to be rebuilt there since 1984, and rebuilding of another machine is scheduled to be completed next year.
- Alberta's government has asked a consulting firm to determine the feasibility of building a newsprint mill in the province. Paper from the mill would be shipped to the U.S. Midwest and overseas.
- CIP Inc. may install a 200,000-metric-tons-a-year newsprint machine to replace two older machines at its Dalhousie, New Brunswick, mill. ☐

Smorgon buys FSC

Smorgon Consolidated Industries Pty Ltd. of Melbourne, Australia, acquired FSC Paper Corp. from Interscope Holdings Corp. and Media General Inc. Interscope owned 80 percent and MGI, 20 percent.

FSC, which was put up for sale nearly two years ago, owns a recycling mill for newsprint in Alsip, Ill.

With experience in recycling corrugated materials and in producing linerboard, the new owner intends to operate the Illinois mill with existing personnel. ☐

Transportation

Canadian rail unions approve strike vote

Members of nine Canadian railway unions have approved a strike against Canadian National Railways and Canadian Pacific Rail.

A strike would be legal seven days after the federal government releases a conciliation commissioner's report on contract negotiations. That means parties could return to the bargaining table—or a rail shutdown could take place—sometime this month [**presstime**, June 1987, p. 128].

In other labor developments affecting transportation of newsprint and other materials:

- A mediator has been appointed to intervene in stalled contract talks between BC Rail and seven unions in British Columbia. Provincially owned BC Rail is Canada's third-largest railroad. Contracts expired June 30.
- A tentative agreement has been reached between the Seafarers International Union of Canada and ship owners. Union members operate ships on the Great Lakes.
- The Ottawa-based St. Lawrence Seaway Authority is negotiating with the Canadian Brotherhood of Railway Transport and General Workers union on renewal of a contract that expired Dec. 31. Talks have reached the conciliation stage.
- The International Longshoremen's and Warehousemen's union, which covers longshoremen, clerks and foremen on the West Coast of the United States, reached a tentative, three-year contract settlement with shipping management [**presstime**, Sept. 1984, p. 53]. Industry sources said the agreement provides for no wage increase in the first year and increases totaling 10 percent in the ensuing two years. ☐

Greyhound agrees to buy Trailways property

Greyhound Lines has contracted to buy $80 million in assets from financially troubled Trailways Lines Inc. Greyhound agreed to buy some Trailways buses, terminals and garages, and to operate some Trailways routes.

Greyhound said the Trailways name will be retained. The firm vowed to maintain service for at least one year to communities served by either carrier that have no other bus service [**presstime**, March 1987, p. 73].

The U.S. Justice Department recently approved the acquisition, saying it satisfies requirements of the "failing company" doctrine and therefore would not violate antitrust laws. Approval by the Interstate Commerce Commission is pending. ☐

Federal driver's license law takes effect

Commerical driver's licenses will be suspended for driving under the influence of alcohol, leaving the scene of an accident or use of a vehicle in a felony under new federal regulations that took effect July 1.

The new rules are part of the Commercial Motor Vehicle Safety Act of 1986 that established a federal commercial driver's license replacing state commercial licenses. Some drivers held numerous state licenses.

Covered are operators of commercial vehicles weighing at least 26,000 pounds, vehicles designed to carry at least 15 passengers and vehicles that transport certain hazardous materials. The Federal Highway Administration will enforce the regulations until individual states adopt their own enforcement statutes or regulations, the U.S. Department of Transportation said.

New regulations also require drivers to notify their home state and employer of driving violations and license suspensions, and to provide to a prospective employer a history of any commercial driving experience in the previous 10 years. ☐

TRANSPORTATION NOTES

- The Interstate Commerce Commission denied a petition to reopen proceedings on the merger of the **Atchison, Topeka and Santa Fe Railway Co.** and the **Southern Pacific Transportation Co.**. The ICC had rejected the merger last fall [**presstime**, Nov. 1986, p. 72].

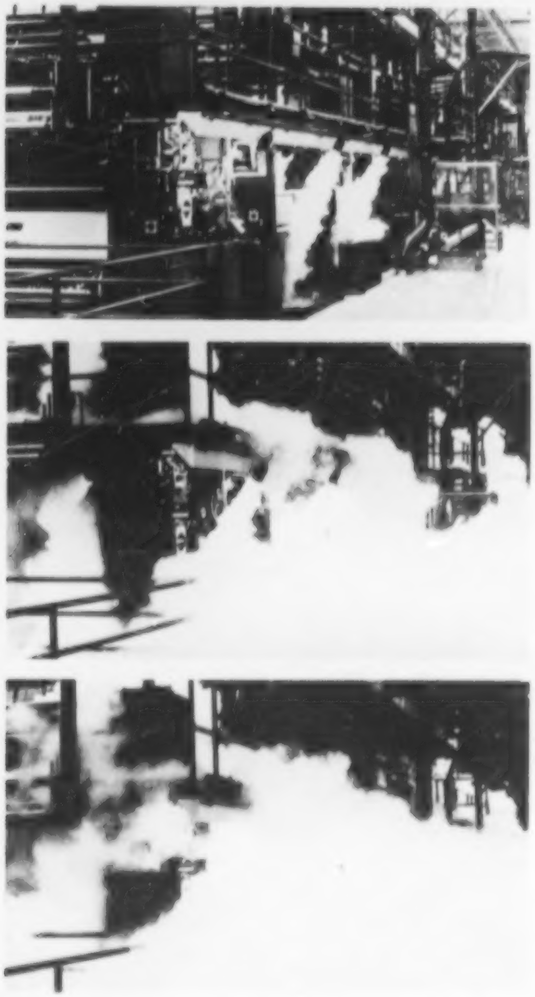
  The commission also ordered the parent company, Santa Fe Southern Pacific Corp., to get rid of one or both of the railroads. A divestiture plan must be filed by October.

- The American Automobile Association has released the **1987 Digest of Motor Laws** for the United States and Canada.

  Copies of the summary of state and provincial laws are available for $6 each from most AAA clubs.

Protect your pressroom from fire

Let Chemetron show you how to reduce the risk



This sequence of photos shows a Chemetron carbon dioxide fire suppression system at work protecting a press line in a newspaper printing plant. Within minutes of the end of discharge, production can resume because there is no mess, no clean-up, and no damage to equipment by carbon dioxide. Imagine the problems created if a sprinkler system were to activate on your press line.

Multiple hazards, the potential for serious loss

There are a number of areas in printing plants which are potential sources of fire, such as ink and paper storage areas, composing rooms and the bindery. But perhaps nowhere else in the printing plant is the potential for fire greater, and the result more crippling, than in the pressroom, the heart of the newspaper operation.

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Cheaper ink can cost more

The old saying, "You get what you pay for," can be applied to newspapers that try to save money by purchasing color inks that do not meet ANPA's suggested standards.

Charles R. Blevins, chairman of the Association's Quality Evaluation Task Force, said many newspapers practice false economy by purchasing cheaper inks, which in many cases are made less expensive through a reduction in pigment strength. Pigment gives ink color and other optical properties like opacity or transparency, and it is the most expensive component of the ink.

Offset inks, in particular, must have strong color because the ink is transferred from the plate to blanket and then to newsprint.

"I don't know how widespread the problem is, but it happens often enough that it affects all newspapers working to win over national advertisers," said Blevins, vice president/production for Gannett Co. That goes for newspapers with advertisers such as Sears and K mart that some papers might regard as local accounts, he said.

"We [the task force] are trying so hard to generate [advertising] agency business for newspapers, but the advertisers say, 'We know the reproduction will look fine in USA Today or in the Chicago Tribune, but there are so many other people out there who can't produce the same quality.' Everyone loses out when the agencies think that way," he added.

Blevins noted that his task force and the full ANPA Technical Committee have produced a series of reference books aimed at improving the printing quality of newspapers.

The latest to be published, Volume 7 of the ANPA *ROP Newspaper Color Ink Book*, contains ink standards for the newspaper industry [**presstime**, July 1987, p. 82]. Advertisers have copies and are using them in preparing process-color ads.

But when ads are printed by a newspaper using inks with less pigment strength, he said, "The advertisers may not know exactly why, but they know the advertisements just don't look right."

Those same advertisers might look elsewhere the next time they have a message for customers, Blevins said.

The cheap-ink problem was addressed at an ANPA/TEC '87 workshop in Las Vegas in June. William D. Rinehart, ANPA vice president/technical, observed: "There are newspapers that spend tens of millions of dollars on process color units. They have spent considerable amounts on electronic color separation equipment. Yet some of these newspapers are printing fair to poor color reproduction."

The problem, he said, is that when management passes the word to cut costs, production departments often decide to buy less expensive inks.

But Rinehart and Blevins said cheaper inks often cost more in the long run because press operators tend to apply more ink to compensate for faded colors—and reproduction is still substandard.

In addition, "Using more ink means more ruboff," Blevins said.

ANPA-member newspapers that want to have their inks tested for pigment strength or other properties should send samples to the Technical Services Department at The Newspaper Center in Reston, Va. ☐

Russel A. Shook, ANPA ink technician, uses the Association's new computer and spectrophotometer to test color ink samples submitted by ink companies for compliance with shade and strength standards contained in ANPA's just-published *ROP Newspaper Color Ink Book* [presstime, July 1987, p. 82]. Previously, these tests were done by the human eye. Now, ink companies receive reports indicating the amount their sample deviates from the standards.

Margaret G. Carter

St. Pete Times first to test color anilox

The St. Petersburg Times has begun testing a keyless color offset system developed by the Graphic Systems Division of Rockwell International.

The Times is the first newspaper to test color anilox offset printing [**presstime**, Nov. 1986, p. 60]. Black-and-white anilox offset printing has been tested at The New York Times and The Commercial Appeal in Memphis.

Limited press runs were made in July, and the results were encouraging, said Ralph E. Imhoff, printing plant manager for the Florida newspaper. He said the color reproduction was good, and the amount of newsprint waste was significantly reduced compared with the newspaper's conventional offset printing.

More extensive production testing of keyless color offset is expected to begin early this month.

In late July, the Times was waiting for some parts to arrive so that equipment conversions could be completed.

Two units of a Goss Metroliner press are being converted to keyless inking, and Imhoff said when the tests are fully under way, the paper expects to print eight to 16 pages daily with them.

The next round of tests is scheduled to last for 10 weeks.

ANPA developed a keyless inking system for letterpress that paved the way for flexographic newspaper printing. ANPA researchers also developed the keyless offset process. ☐

Participants in desktop-publishing conference urged to exchange information

Publishers and editors of small-circulation daily and weekly newspapers should research desktop-publishing technology and exchange information with their peers as much as possible.

That was one of the major messages delivered to attendees of the National Newspaper Association's first Desktop Publishing Conference in Dallas in July.

The conference offered publishers and editors a chance to exchange tips on software applications and to discuss the larger issues represented by the technology.

Several participants observed that systems, which use uncomplicated personal computers and laser printers, could be a mixed blessing: They can make it possible for newspapers to save money compared with the costs of conventional front-end systems and phototypesetters; but they also might spark competition for newspapers in some markets.

"It would be very easy for someone to buy $10,000 worth of equipment, put out a shopper and move into your market," noted Don Comedy, publisher of the weekly Haskell (Texas) Free Press. "Not only that, but they could put out a publication that looks better than yours does. It's important for newspapers to understand how this technology works, because it can make them as strong as possible in their own markets."

Comedy said his Apple Macintosh desktop-publishing system, which has been in place for about 16 months, not only is saving money but also has made his employees more productive.

For example, he publishes special sections on an annual basis and says advertisers often place the same basic ad with a few minor changes. Rather than starting from scratch in composing the ad, employees at the Free Press take out the computer disk on which the information has been stored and with a few keystrokes make the updates the advertisers want.

"We're thrilled with the system" he said. "In fact, it's so easy, I have my nine year-old daughter setting ads."

Comedy and James C. Whelpton, publisher of The Bulletin Times, a weekly in Bolliver, Tenn., spoke at a session designed to answer specific questions about setting up a desktop system.

"I think the biggest problem the newspaper industry has is that publishers are talking to computer people who generally know nothing of the needs of publishers," Whelpton said. "Publishers need to become knowledgeable so they can relate their problems to computer people. Computer people need to learn more about how newspapers operate, too."

In his case, he learned a lot of what the equipment could do by "hit and miss. For that reason, it is important for people to share tips on how they accomplish various tasks."

Concerning the need for more industry-

Resolving the question about type resolution

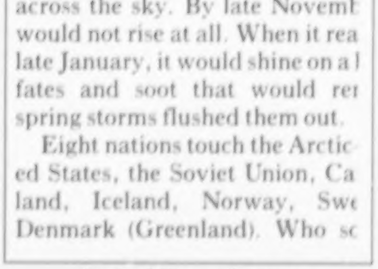
Although some people in the newspaper business question the quality of the type in desktop publishing, ANPA Vice President/Technical William D. Rinehart thinks the matter is a non-issue.

Until earlier this year, 300-dots-per-inch resolution was fairly standard for laser printers that typeset on plain paper. A few companies have introduced 400 dpi printers, and two now offer 600 dpi. (Phototypesetters have resolution of 1,200 or more dots per inch.)

Most desktop publishing users still have 300 dpi printers, though, and Rinehart said he believes readers can be happy with that level of resolution.

Rinehart noted that this degree of resolution is similar to that of the rotogravure process, which is used to print color advertising preprints, Sunday magazines and postage stamps. Rotogravure-produced typefaces have the same serrated or ragged edges that laser printers produce, he said.

"One of the adverse comments most often heard (about desktop publishing) is that the type is not perfect," Rinehart said. However, when comparing copy from a laser printer with rotogravure type from National Geographic magazine (see samples above), "One will see that the National Geographic-reproduced type has the same ragged edge as the desktop (type)," he said. "National Geographic, of course, uses high-quality typesetting machines, but they use rotogravure to print the magazine."



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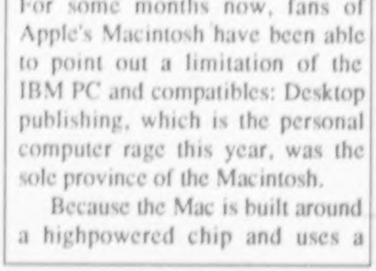

For some months now, fans of Apple's Macintosh have been able to point out a limitation of the IBM PC and compatibles: Desktop publishing, which is the personal computer rage this year, was the sole province of the Macintosh.

Because the Mac is built around a highpowered chip and uses a

Laser-printer 300-dpi type

Rotogravure printing involves "etching the cylinder with all its type at about 300 lines per inch, resulting in a type that appears to the reader about the same as the desktop (type)," Rinehart said. "We have yet to hear one person criticize the type in the National Geographic, which is considered to be one of the finest (magazines) in the world."

ANPA has begun conducting research into desktop publishing in hopes that software better suited for specific newspaper industry needs can be developed [**presstime**, July 1987, p. 84]. Rinehart said ANPA researchers also are exploring "how the laser printer might be married to electronic photography to generate halftone pictures as well as other applications that could be useful to newspapers."

Apple Macintosh and LaserWriter can produce graphics quickly.

specific equipment, both publishers acknowledged they cannot use their Macintoshes to do full pagination, but neither felt that is a major handicap. Nor did Comedy or Whelpton have any problems with the typesetting resolution they currently receive from their laser printers.

"No one has noticed a difference in our product since we switched to the laser printer," Whelpton said. "I've been happy with the resolution.

Generally, the two publishers agreed with the consensus view that desktop publishing has been a boon for smaller publications [**presstime**, March 1987, p. 22].

"It's the first time in a long, long time that something has come along that clearly benefits smaller newspapers. That's why it's taken off so quickly," Whelpton said.

However, some skepticism was expressed at the conference, too.

One speaker, Dana Sohr, said afterward, "I believe desktop publishing has been oversold to newspapers." Most of the products associated with it were not designed specifically for newspapers and do not take into consideration the complexities of newspaper publishing, he said. Sohr, who owns Technical Communications Inc. of Silver Spring, Md., that prepares instructional computer documents, also writes a computer column for NNA's Publishers' Auxiliary newspaper.

Joanna Buckley, NNA's director of membership services, said 120 newspaper people and 15 vendors attended. ☐

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ANPA-Check is a checklist designed to help newspaper executives and production people increase quality awareness and identify quality reproduction problem areas. (Cost: $5)

The newest edition of **ANPA Color™ AD-LITHO™/AdPro® ROP Newspaper Color Ink Book** includes run-of-paper colors for both offset and letterpress, replacing Volumes 2 and 6. Exact samples of 50 colors aid communication and help maintain quality control. (Cost: $50)

Order your copies of these publications by calling (703) 648-1210 or writing to: ANPA Technical Services Department, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041.

Camex terminals help win back food advertiser

Executives at The Virginian-Pilot and The Ledger-Star of Norfolk were understandably dismayed when Star Food Markets, one of their top advertisers, decided to forego newspaper advertising and use Advo-System Inc.

So they fought back, with a big assist from new technology, and saved the account.

According to Donald H. Patterson, vice president/production director, the newspapers found Camex Breeze terminals an effective weapon against the direct-mail company that competes with newspapers for advertising business [**presstime**, July 1987, p. 44].

The Norfolk dailies demonstrated to Star Food how the terminals could be used to compose the text and graphics for the grocery store's six-page tabloid. The papers emphasized that with the ad-layout terminals, they could offer the supermarket later deadlines for price changes and could provide proofs of the advertisements overnight, Patterson said.

"The key is that we could handle their ads on short notice and still remain competitive," he said. "We're not doing any of this at the expense of our other advertisers."

With the equipment, Patterson said, artwork is scanned quickly and formats are easily created. Ads are stored in the terminal's memory so that if the customer wants to rerun it with a minimum of changes, that can be done expeditiously.

The Norfolk newspapers have been using the Camex Breeze terminals since the fall of 1985. Patterson said the decision to buy Camex was based on the belief that the company was the "furthest along" in graphics capability.

The equipment has received periodic upgrades, and employees have become more adept at using it, Patterson said. The terminals are now being used for all of the Norfolk dailies' run-of-paper display advertising. □

Press symposium set for October

ANPA will sponsor a symposium, Pressroom Options IV, Oct. 19-21 at the Hyatt Regency O'Hare in Chicago. Offset, flexographic and letterpress equipment and materials will be discussed.

Program information will be mailed to ANPA-member newspapers this month. □

TECHNOLOGY NOTES

- Rockwell International's Graphics Systems Division will **more than double its manufacturing facilities** in Cedar Rapids, Iowa. The company purchased a 320,000-square-foot building and 30 acres of land from FMC Corp. and will make some structural changes, including raising a roof so that four-story Colorliner offset presses may be erected.

  The facilities will be used for the assembly and storage of Goss printing products.

- AM International Inc., a company that sells graphics-related equipment to the newspaper industry through various divisions, announced recently it will **sell its Varityper division.**

  Earlier this year Varityper introduced a 600-dots-per-inch laser printer designed for those needing higher resolution printing for "desktop publishing."

- The Providence Journal and Bulletin have begun receiving **bulk shipments of flexographic ink**, the first newspapers to do so.

  The first six units of the Rhode Island dailies' 18-unit Windmoeller and Hoelscher press have been installed, and if installation continues on schedule by June 1988 the newspapers will become the first in the United States to be printed completely by the flexo process.

- 3M has **consolidated its Printing Products and Graphic Preparation Systems divisions** into the Printing and Publishing Systems Division.

  Products manufactured by the new unit include presensitized offset printing plates and proofing paper. No significant personnel layoffs are planned, the company said.

TECHNOLOGY CALENDAR

- **Art-X '87,** computer graphics seminars and trade show, will be Aug. 12-14 at the Washington Hilton in Washington, D.C.

- The annual meeting of the **International Newspaper Group,** formerly the International Newspaper Conversion Group, will be Sept. 9-11 at the Marriott Desert Springs Resort, Palm Desert, Calif.

- The **Seybold Seminars' Desktop Publishing Conference** will be Sept. 9-12 at the Santa Clara (Calif.) Convention Center.

- **Impact 1987: Technology on the Move,** the annual conference of the New England Newspaper Operation Association, will be Sept. 17-20 at Killington Village in Killington, Vt.

- A Graphic Arts Technical Foundation seminar, **Color Reproduction: How Color is Perceived from Transparency to Press Production**, will be Oct. 24 at the Stouffer Concourse Hotel in Arlington, Va.

- The annual **Western Newspaper Production Conference** will be Sept. 24-26 at the Westin Bayshore Hotel in Vancouver, British Columbia.

- **Composition Technologies,** a typography seminar, will be Nov. 9-10 at the Key Bridge Marriott in Arlington, Va.

- **Graph Expo '87** will be Nov. 15-18 at McCormick Place in Chicago.

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Worst is over for some papers in depressed oil states

Newspapers in areas hit by the depressed oil industry are continuing cost-cutting programs, including reductions in the workforce. But it appears the worst is over.

Carol H. Green, vice president for human resources and legal affairs at The Denver Post, said that paper is reaching its goal of reducing 200 positions by the end of the summer. She said 157 employees have accepted early-retirement bonuses offered to about 800 employees, including managers. As a result, there will be no need for layoffs.

William W. Fletcher, president and general manager of the Rocky Mountain News in Denver, said his paper is being "selective" in replacing anyone who leaves. "We were pretty lean to begin with," he said.

Earlier this year, both Dallas dailies made cutbacks. The Dallas Morning News reduced its non-editorial staff by 68 full-time and 26 part-time people. Most of the reductions were in the production area. The Dallas Times Herald reduced its staff by 47 employees, none in the newsroom.

The Fort Worth Star-Telegram has not had to lay off employees, but hiring and salary freezes are in effect.

At the same time, the two dailies in Houston report an increase in business [**presstime**, July 1986, p. 85]. "The economy in Houston is starting to turn up," said Elmer C. May, employee relations director of The Houston Post. "Advertising has been up for six consecutive weeks. We're running well ahead of levels a year ago." The Post has been operating on an "attrition basis" to reduce non-newsroom staff, May said.

During a 12-month period ending last March, the Houston Chronicle reduced its payroll by 184 employees, including those who left through two early retirement plans, said Lainie Gordon, public relations coordinator. There are "good economic signs" in Houston, she said. "Retail advertising is up from a year ago."

Encouraging reports also are coming from Oklahoma. Ben Blackstock, executive vice president of the Oklahoma Press Association, said newspaper advertising linage there began climbing during the spring for the first time since 1985. "The best news is that the price of oil has gone up and passed the $20-a-barrel mark," he said. As a result, there is an increase in drilling activity. ☐

Planes carrying newspapers crash

Three pilots have been killed in recent months when their small planes being used to carry newspapers crashed.

The latest incident occurred July 20 near Midway Airport in Chicago when a twin-engine Cessna 402 apparently lost power in one engine, glanced off a house and hit two garages. The pilot was the only person aboard. According to press reports, he was taking newspapers to Kansas City.

That accident bore a strong resemblance to one last Sept. 28 in which a pilot was killed when his plane experienced engine trouble near Midway Airport and crashed into a house.

On June 26, a twin-engine Piper Seneca crashed in Boston's Dorchester section, destroying three homes. The pilot was killed. ☐

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Pentagon press pool activated for tanker escort

The first activation of a press pool for an actual military mission was carried out in secrecy July 18. The Pentagon flew 10 journalists to the Gulf of Oman to board Navy warships that were about to escort oil tankers through the Persian Gulf to Kuwait.

The pool was flown from Andrews Air Force Base near Washington, D.C., to Fujairah in the United Arab Emirates after a stop in West Germany.

There were two newspaper reporters in the pool, one from Knight-Ridder Inc.'s Washington bureau and the other from The Washington Times. A rotating list of 24 newspaper companies determines which will participate.

Other pool members were reporters from the Associated Press, Time magazine and ABC radio; photographers from United Press International and Time; and a television crew from Cable News Network.

Although the test was a success in terms of secrecy, at least one formal protest was lodged with the Pentagon after pool members began filing stories. Clark Hoyt, Knight-Ridder Washington bureau chief, complained in a July 22 letter to Robert B. Sims, assistant secretary of defense for public affairs, of Pentagon delays in transmitting pool reports.

Replying in a July 23 letter, Sims took "vigorous exception" to the complaint. He said the purpose of the pool was not to ensure that it reports the news first, but to ensure that news representatives are present for operations where there would otherwise be no independent, on-the-scene reporting. He said almost all pool reports were released promptly on receipt at the Pentagon. All that were held contained precise details about future operations.

For the purpose of improving pool procedures, Sims said he plans to have a meeting of bureau chiefs. It was the seventh time a pool has been activated, but the first six exercises were tests [**presstime**, March 1987, p. 78]. The pool concept arose from the government's refusal to allow reporters to accompany troops on the 1983 Grenada invasion. ☐

Recent acquisitions

Greater Media Inc. of East Brunswick, N.J., acquired The Register of Shrewsbury, N.J., daily circulation 21,000.

The New York Times Co. is acquiring the Gwinnett Daily News of Lawrenceville, Ga., circulation 27,436. ☐

BUSINESS ROUND-UP

Horvitz to sell to Ingersoll

The Horvitz family has agreed to sell its five newspapers to Ingersoll Publications Co. Publisher Harry R. Horvitz said the transaction will be completed Aug. 31. He would not disclose the purchase price.

Horvitz said he would remain "in some sort of consulting capacity" for the dailies—four in Ohio and one in New York. They have a combined daily circulation of 225,000.

The family also agreed to sell its nine cable television franchises to Adelphia Communications Corp. for $222 million.

The Horvitz family trust is liquidating its $700-million empire, which includes real estate and a construction company, under a probate-court order arising from ongoing disagreements among the three sons of late founder Samuel A. Horvitz [**presstime**, July 1987, p. 86].

In other business news concerning newspapers:

• Another family-owned newspaper group, citing problems other families have experienced in keeping their businesses intact, said it may sell some shares to the public in order to preserve family control. **McClatchy Newspapers** President C.K. McClatchy and other family members said in a letter to employees that going public would result in "the best hope of preserving our newspapers' independence and integrity in the years ahead."

McClatchy officials would not comment beyond the letter.

McClatchy would become the 18th public newspaper company. The last to go public was Pulitzer Publishing Co. [**presstime**, Dec. 1986, p. 78].

• **The Minneapolis Star and Tribune** said it will make a big push into the St. Paul market Aug. 31 by becoming a "metro-wide newspaper for the Twin Cities." It will change its name to Star Tribune: Newspaper of the Twin Cities and begin publishing a daily St. Paul edition. "The Twin Cities has really become one metro area," said Publisher and President Roger Parkinson.

John T. Henry, president and publisher of the St. Paul Pioneer Press and Dispatch, said newspaper competition in the Twin Cities area "has been stepping up, particularly over the last three to four years." His Knight-Ridder Inc. paper has its own long-range plans, he said, and "certainly will be aggressive" in carrying them out.

• **Torstar Corp.** of Toronto said it is interested in spending "several hundred million dollars" to buy non-newspaper publishing companies in the United States. The firm said it does not believe foreign concerns should own newspapers in Canada and therefore does not believe it should own newspapers in the United States. Torstar properties include The Toronto Star. ☐

Changes in command

Suburban Newspapers of America, at its summer management conference June 24-26 in San Francisco, elected the following new officers:

• *President*—Stephen F. Rose, Sun Publications, Overland Park, Kan.

• *First Vice President*—Lewis Fisher, Fisher Publications Inc., San Antonio

• *Second Vice President*—Christopher Larsen, Imprint Inc., West Hartford, Conn.

• *Secretary*—Charles A. Lyons, Chesapeake Publishing Corp., Easton, Md.

• *Treasurer*—Roger Miles, MPG Communications, Plymouth, Mass.

National Newspaper Publishers Association, at its convention June 17-20 in Detroit, elected the following new officers:

• *President*—Patricia O'Flynn-Thomas, Milwaukee Community Journal

• *First Vice President*—Levi Henry, Westside Gazette, Fort Lauderdale

• *Second Vice President*—Thomas H. Watkins, New York Daily Challenge

• *Treasurer*—Waverly L. Easley, Philadelphia Tribune

Investigative Reporters and Editors, at its annual convention June 18-21 in Phoenix, elected the following new officers:

• *President*—Mary Hargrove, The Tulsa Tribune

• *Vice President*—Mike Grim, The Palm Beach Post, West Palm Beach, Fla.

• *Treasurer*—Frederic Tulsky, The Philadelphia Inquirer

The **International Newspaper Marketing Association**, at its annual convention May 17-20 in Toronto, elected the following new officers:

• *President*—David Teague, P. Bailey Foreman Ltd., Great Britain

• *President-elect*—E. Russell Donnelly, Worcester (Mass.) Telegram and Gazette

• *Vice-President*—Milo W. Sutton, Los Angeles Times

• *Treasurer*—Crawford Carroll, Times-Picayune, New Orleans. ☐

Promotion spending on the rise

Newspapers' promotion budgets apparently benefited last year from increased newspaper revenues.

As revenues rose, expenditures for promotion more than doubled, according to the 1987 Newspaper Promotions Operations Survey conducted by the International Newspaper Marketing Association. Responses were received from 249 of 679 INMA-member newspapers asked to participate in the third annual survey.

The survey found that an average of 1.42 percent of gross revenue was allocated for promotion. The most dramatic increases in spending were: by papers under 50,000 circulation, for promotional advertising; by papers of 100,000-200,000 circulation, for research; by those over 200,000, for community service efforts.

The report is available for $75 to survey participants and for $150 to other newspapers. Contact INMA, The Newspaper Center, 11600 Sunrise Valley Drive, Reston, Va. 22091. ☐

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ANPA *Calendar*

AUGUST

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Aug. 3-7

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 17-21

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Aug. 24-28

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 24-28

ANPA Executive Committee meeting
ANPA Office, National Press Building, Washington, D.C., Aug. 25

Libel Conference and Training Sessions sponsored by ANPA, the National Association of Broadcasters and the Libel Defense Resource Center
Westin Hotel Tabor Center, Denver, Aug. 27-28

ANPA Foundation Literacy Creators Workshop
Xerox Training Center, Leesburg, Va., Aug. 30-Sept. 2

SEPTEMBER

ANPA Technical Committee and ANPA/TEC '88 Arrangements Committee meetings
The Newspaper Center, Reston, Va., Sept. 2-3

ANPA Board of Directors meeting
J.W. Marriott Hotel, Washington, D.C., and The Newspaper Center, Reston, Va., Sept. 9-10

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., Sept. 14-18

Newspaper Training Conference sponsored by ANPA and the Newspaper Personnel Relations Association
Marriott Inner Harbor, Baltimore, Sept. 16-19

ANPA Management Development Workshop
Hyatt Regency Austin, Sept. 21-24

ANPA Government Affairs Committee meeting
Capital Hilton, Washington, D.C., Sept. 22-23

ANPA Circulation and Readership Committee meeting
Grand Hotel, Washington, D.C., Sept. 23-24

ANPA Foundation Newspaper in Education Committee meeting
The Newspaper Center, Reston, Va., Sept. 28-29

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Sept. 28-Oct. 2

OCTOBER

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
The Knickerbocker, Chicago, Oct. 5-7

ANPA Human Resources Committee meeting
Sheraton Premiere, Tysons Corner, Va., Oct. 6-7

ANPA Foundation NIE Instructor Training Seminar
Xerox Training Center, Leesburg, Va., Oct. 6-9

ANPA Foundation Minority Programs Advisory Group meeting
The Newspaper Center, Reston, Va., Oct. 7

ANPA Legal Affairs Committee meeting
The Baltimore Sun, Oct. 8

ANPA/American Bar Association Task Force meeting
Hyatt Regency Baltimore, Oct. 8-9

ANPA Postal Committee meeting
The Sheraton Grand on Capitol Hill, Washington, D.C., Oct. 14-15

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Chateau Frontenac, Quebec City, Oct. 15-16

ANPA

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Richard J. Warren, Bangor (Maine) Daily News

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Letters

Correcting the corrections report

In your excellent June 1987 article on newspaper corrections, there is, unfortunately, an error. I will take the blame for it and hope, for your other readers' sakes, that you will correct it.

In your recounting of our Gannett Center for Media Studies survey on corrections, you note (p. 67) that the "one-eyebrow-raiser [was] that more errors were committed by copy editors than by the reporters who wrote the stories." And that is indeed what our Gannett Center Working Paper says (p. 10). Of corrections that could be classified by error source (about 60 percent could not), we said, "about 33 percent attributed the errors to reporters, and 50 percent attributed them to copy editors." But this is wrong, as Table 3-B on the same page of our report shows. The error was a copy editing error on our part at the Gannett Center. What the copy originally said was, "Papers attribute about three of four errors to themselves, with about a third of all errors attributed to reporting errors and about half that number to copy editing." In other words, reporters are responsible for twice as many errors as copy editors.

I regret the error and, of course, will blame it on my copy editor.

D. Charles Whitney
Research associate professor
Institute of Communications Research
University of Illinois at Champaign-Urbana
(Research coordinator, Gannett Center for
Media Studies, Columbia University,
1985-1986)

Paying for performance

I read with some interest "Pay-for-performance system embodied in Guild contract," which appeared on page 95 of your May issue.

That article says, "A new labor agreement negotiated between Local 82 of The Newspaper Guild and The Seattle Times contains a pay-for-performance system for the first time in a Guild contract."

You might be interested to know that The Sacramento Bee has had a pay-for-performance system in its contract ratified by The Newspaper Guild in December of 1984. Performance reviews have been the basis for Guild increases at the Bee for more than two years now.

Fuller A. Cowell
Operations director
The Sacramento Bee

Editor's note: The Sacramento Bee contract that Cowell refers to also contains a general wage increase. There are several such contracts in the newspaper business. The presstime story should have specified that the Seattle Guild contract was the first such pact that established for one group of employees a pay-for-performance system alone, with no other general wage increase. Presstime regrets the error.

Defending UNESCO

No wonder the U.S. press establishment is blasting away already at a new study to be made of a possible "disinformation" campaign directed against UNESCO by the American media (February, p. 43). This one will be carried out by the Media Analysis Institute of New York, and even before it is very much under way Dana Bullen of the World Press Freedom Committee is quoted in the **presstime** piece as wondering if "a cheap shot against the press is in the making that will add no luster to UNESCO's image."

If I were the U.S. press establishment, I would be nervous, too, because every other study made of American media treatment of UNESCO has had UNESCO come off as the innocent maiden and the U.S. press as the leering, evil villain. To say that these studies added "no luster" to the American press' image is a classic understatement. . . .

The time of this writing is rather late in the game for such old-fashioned, outdated UNESCO-thrashing. . . .

Joseph A. Mehan
Acting dirctor, UNESCO Liaison Office
at the United Nations
Chief, public information-USA
New York, N.Y.

Clarifying classifieds

Your article on classified (Special Report, April) was very professionally done! You obviously talked to a lot of people and did a lot of research, so all of that hard work produced an excellent article with a clear picture of this vital part of the newspaper industry. I just hope that the next time you do such an article that I can be one of those talking about how "good" business is.

Jim Conner
Manager, classified advertising
Morning Advocate and State-Times
Baton Rouge

ANPA News

New members

NorthJerseyAdvance

Flanders, N.J. (circulation 9,500). James A. Wells, publisher.

The News

Paterson, N.J. (circulation 45,021). Anthony J. Calianese, publisher.

The Vista Press

Vista, Calif. (circulation 5,019). Gerald Rusca, publisher.

Peninsula Daily News

Port Angeles, Wash. (circulation 12,214). Frank Ducceschi, publisher.

ARTESIA DAILY PRESS

Artesia, N.M. (circulation 3,900). Gary D. Scott, publisher.

LA NACION

San Jose, Costa Rica (circulation 85,000). Manuel Jimenez Borbon, publisher.

THE CHRONICLE
of Higher Education

Washington, D.C. (circulation 76,000). John A. Crowl, publisher.

THE KATY TIMES

Hartman Newspapers, Rosenberg, Texas, a group of six weeklies which also includes the Alvin Sun, Anahuac Progress, La Porte Bayshore Sun, Liberty Vindicator and Missouri City Mirror (combined circulation 32,525). Clyde C. King Jr., executive vice president.

Round Rock Leader

Round Rock, Texas (circulation 5,385). Ken Long, publisher.

Herald Coaster

Rosenberg, Texas (circulation 7,947). Clyde C. King Jr., associate publisher.

over-set

Newspaper numbers

582—average number of dollars paid weekly as a top minimum to experienced reporters in the United States as of May 1, 1987, according to 123 labor agreements on file at ANPA.

37—number of schools of journalism or mass communications in Africa.

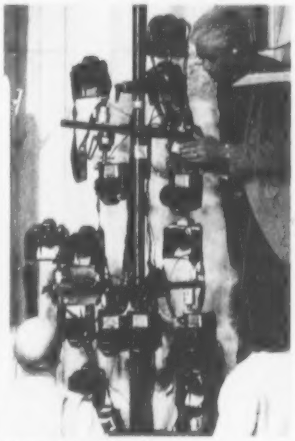
587—number of newspapers currently carrying the Sunday magazines Parade (310) or USA Weekend (277).

Smear tactic

In a brief editorial June 23, The Globe and Mail in Toronto poked fun at an ad offering a number of unusual items for sale, including "newspaper reading gloves."

Some readers did not find the idea so outrageous, however. Their letters to the editor included this published response:

"I little thought when the kids had flown
"The nest, and we two were left alone
"I'd still be faced with the daily chores
"Of wiping fingerprints from the doors;
"But nothing's changed and I'm still a nag—
"The Globe and Mail is a filthy rag."



Kevin T. Gilbert, The Washington Times

More than 30 still photographers mounted their cameras on several metal "trees" set up to capture Lt. Col. Oliver North's swearing-in at the Iran-contra hearings.

Fraser Hale, St. Petersburg Times

Sounds corny, but cabbage works better than squash

Squash, grapefruit and oranges didn't work, but cabbages do. So now when the St. Petersburg Times is in a rush to get film back to the plant and highways are congested, the paper makes an "air drop" from a helicopter with the film cushioned in a bag of cabbage.

Every month or so the Times charters a chopper for a drop. Because the paper has no heliport or ground landing area, and with county zoning laws prohibiting landing on top of a building, the film is placed in a shipping bag with the cabbage, and the whole thing is dropped from the helicopter hovering about 30 or 40 feet above the Times' roof.

"The problem was finding something that would bring the package to the roof," says Jack Belich, news photo editor (at right in photo with lab technician Ken Helle).

"We . . . needed something to weigh it down and cushion it. We tried butternut squash. We tried grapefruit and oranges. But they would split and get juice all over. . . . Cabbage gives just the right consistency," Belich said.

Summertime heat for third-class mail

Advertising mail, sometimes known as "junk mail," has taken a bit of a trashing from two sources this summer: an exasperated judge and a playful humor columnist.

Judge Donald King of the California Court of Appeal gave his stamp of disapproval in a court opinion echoing some ANPA concerns on bulk, third-class postage rates. "Insult is added to injury," he said, "when one realizes that individual citizens must pay first class postage rates to send their mail, while junk mail, for reasons apparent only to Congress and the United States Postal Service, is sent at less than one-half of that rate."

His views notwithstanding, King and two other judges on an appeals panel upheld dismissal of what the court called a frivolous $15-million lawsuit against an allegedly misleading subscription solicitation from Time Inc.

Meanwhile, the direct-mail industry was tweaked by humorist Calvin Trillin who proffered his disdain for "those subscription cards that are always falling out of magazines." In typical Trillin fashion, he suggested in a syndicated newspaper column that readers send the postage-paid cards back to the magazines—not with a purchase order but with the message, "Keep up the good work, circulation fulfillment people."

There are no data on how many people have acted on Trillin's whimsy. But Denison Hatch, editor/publisher of *Who's Mailing What?*, a newsletter on third-class mail, claimed Trillin has cost some direct-mail users a significant amount of money.

Aftermath of a storm

The forecast for Saturday, July 11, in the Nation's Capital was afternoon thunderstorms followed by irony.

Readers the next day found a big hole in their newspaper's weather report. A small box explained: "Because a storm knocked out computer systems at The Washington Post last night, we were unable to provide a complete weather report."

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